

WEST MARKET NEIGHBORHOOD REDEVELOPMENT PLAN

Interboro would like to sincerely thank the following individuals whose support and / or input was of tremendous value to this document.

Cory A. Booker, Mayor

Councilman Ronald Rice, West Ward

Stefan Pryor, Deputy Mayor of Economic and Housing Development

Toni L. Griffin, Director of Community Development

Michele Alonso, Division of Planning and Community Development

Reverend Mamie Lee, BAND

Dr. Clyde A. Pemberton, Chairman, New United Corp

Jacqueline Long, Development Consultant and Project Director, New United Corp

BAND , especially Constance Holmes and Louise Waiters

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EXECUTIVE SUMMARY

It is with pleasure that we submit this Redevelopment Plan for Newark's Northern Fairmount neighborhood. Over the past four months or so, we have spent a lot of time in Northern Fairmount, and have come to admire and appreciate all that it has to offer. We are optimistic about its future, and we hope that with this redevelopment plan, we can contribute to its revitalization.

More specifically, our mission here is to build on the Northern Fairmount neighborhood's assets to attract more residents, and to improve the overall quality of life for existing residents. Between 1990 and 2000, the Northern Fairmount neighborhood's population went from 4,724 to 3,886. The result of this population loss has been vacant buildings, vacant lots, empty storefronts, and all of the social problems--from litter to drug dealing--that these conditions have done little to discourage. This population loss surprised us: after all, Northern Fairmount had a diverse mix of quality housing units, a retail corridor that had the bones of a classic, mixed-use shopping street, and quiet, leafy, streets. The transportation was great, the location was excellent, and, to top things off, there

was a community of people--led by Reverend Mamie Lee and BAND--who cared deeply about the neighborhood and who made it the friendly, close-knit place it was.

What follows are seven "Guiding Principles" that we have used in this project: all are aimed at attracting more residents and improving the overall quality of life for existing residents.

- Increase the population of the neighborhood
- Achieve higher levels of homeownership
- Activate ground-floor retail spaces on Central Avenue, and increase the number of residential units above
- Increase recreational opportunities in the neighborhood
- Improve streetscaping in the neighborhood
- Help make United Campus an important hub of community life
- Maintain mixed-use character of the neighborhood.

Our plan deploys three strategies: Westmarketing, Educating, and Catalyzing. "Westmarketing" is an

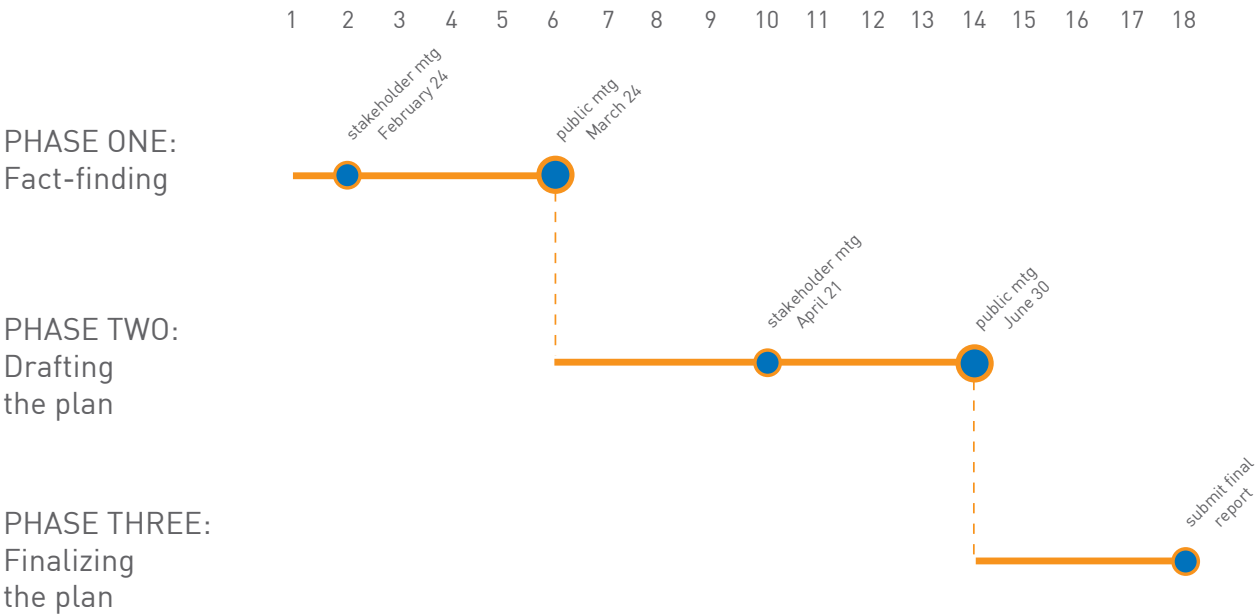
advertising campaign that lets Newarkers know that neighborhood is a great place to live. "Educating" seeks to help existing residents and potential residents become homeowners by helping them make informed and responsible decisions regarding home purchases. "Catalyzing" uses design proposals, zoning recommendations and investments to increase the amenities and improve the physical environment of the neighborhood.

Together these three strategies employ a collection of interventions that range in scale, cost, and longevity. Our intention here was to respond to the North Fairmount neighborhood's specific needs: while the proposals put forth in this Redevelopment Plan amount to something comprehensive, they all are very local, very sensible responses to very specific issues.

It has been our unique pleasure to work on this document. We sincerely hope that it will play an important role in the Northern Fairmount neighborhood's future.

The project was organized in three phases. In the first phase, the project team met with stakeholders and conducted an in-depth mapping study to document and analyze the neighborhood. This phase culminated with a public meeting in which the consultant team presented its findings to the public. Participants of the public meeting were asked to comment on the information presented in the meeting in a pamphlet prepared for the meeting. (These findings can be found in Appendix B). In the second phase the team conducted focus group meetings and followed up on issues raised at the stakeholder and public meetings in the first phase. The team also met a second time with the project's stakeholders. Building on mapping conducted in the first phase and the community input throughout, the focus of this phase was the development of a draft plan. The plan proposes a neighborhood vision that is supported by zoning recommendations, design interventions and suggestions for implementation. This phase culminated with a public meeting in which a draft of the final report was presented to the public for comment. In the third phase, after receiving the public's comments, the project team further refined and developed the final report. At the end of the third phase, the team submitted the final report to the City for approval and adoption.

West Market Area Neighborhood Redevelopment Plan



OUR METHODOLOGY

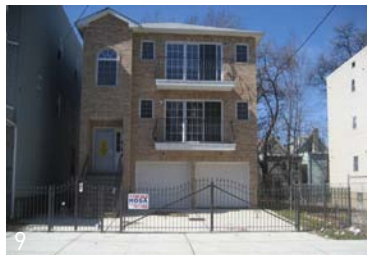
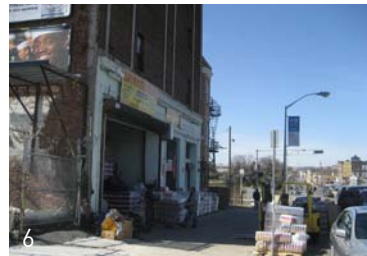
This document is the product of countless hours spent in the Northern Fairmount Neighborhood, many, many conversations with Northern Fairmount Neighborhood residents, and extensive demographic research. We collected thousands of photographs, conducted dozens of interviews, and generated several dozen maps, ranging in scale from “big picture” things like median income and median home value, to smaller, less obvious things like road conditions and fencing. Each piece of information we collected, no matter how minute, was weighed, and was in one way or another employed in our assumptions, our analysis, and our recommendations. From the start, our goal was to understand what works and doesn’t work in the Northern Fairmount Neighborhood. We wanted to understand its physical characteristics, its social life, and its demographic composition. We wanted to understand what is missed about its past, and what is anticipated about its future. We wanted, in sum, to have a good foundation for drafting a redevelopment plan that would put the Northern Fairmount Neighborhood on the path to becoming the best neighborhood it can be.

Interboro’s reputation has been built on design solutions that are informed by intense investigations of existing dynamics. As such, we took the analysis phase very seriously, beginning the project by investigating not only the physical features that define the Northern Fairmount Neighborhood, but also how the neighborhood is used, how it is accessed, and how it changes over time. We carefully documented the neighborhood as it is used presently, mapping pedestrians that move through it, the opening and closing hours of the businesses, the effect of daylight on the site, and hundreds of other variables. When combined with a thorough investigation of all legal documents that might have some influence over the neighborhood (i.e. zoning laws, existing master

plans, development studies, and market studies), an analysis of demographics, lifestyle segments, property values, and an investigation of key constituents and stakeholders, this analysis led to a plan that is sensitive, bold, and completely unique.

We started by walking around the neighborhood, noting our initial impressions.

1. Crossing Central Avenue sure is dangerous. Shouldn't there be a crosswalk here?
2. Is it safe to cross? Why don't these walk / don't walk signs work?
3. This is a pretty classic mixed-use Avenue. Awesome!
4. The ground floor looks pretty vibrant, but what's happening above?
5. What happened to the sidewalk? What happened to the streetwall?
6. Sam looks like he's doing OK! I hope none of those cars get tickets for double parking!
7. It's great to see new construction, but I thought Central Avenue was a retail corridor.
8. I hope it's not true that stepping on a sidewalk crack brings bad luck!
9. Why hasn't anyone bought this nice new house? Or was the owner foreclosed on?
10. 9th reminds me of Brooklyn: quiet, mostly residential with retail on the corners: classic!
11. What a nice corner!
12. There are some nice old homes here; can't they put those wires underground?
13. People here really take pride in their front yards!
14. I bet this street is even prettier in the Spring. I wish all the streets had so many trees
15. Yes, I guess the neighborhood does STOP here.
16. Those side-setbacks create awkward spaces. Shouldn't they have no side-setback or a much bigger one?



I. INTRODUCTION

II

III

IV

OUR METHODOLOGY

We talked to people in the neighborhood.

NORTHERN FAIRMOUNT NEIGHBORHOOD
0 10 50 100 200 500 feet

I like my block. Some of the residents have been in their homes for 50 years!

I have to go to South Orange for all of my shopping!

What this neighborhood needs is more young people!

We have great public transportation in the West Market

It's so easy to get to New York City from here!

People sometimes move out in the middle of the night!

They should really build up those vacant lots!

Those salon customers block my driveway!

We need to better leverage our existing assets

There's a nice non-city atmosphere here

The streets are in terrible condition; so are the streetlights

One of the things I like about this neighborhood is that it is integrated.

We observed the social life of the neighborhood. There was a lot happening on this sunny spring day!

NORTHERN FAIRMOUNT NEIGHBORHOOD
0 10 50 100 200 500 feet

I. INTRODUCTION

Hanging out on the stoop

Saying goodbye

Girl on scooter

Idling in car (radio on)

Hanging out on the corner

Couple holding hands

Used car salesman, making a sale

Donny, selling hot dogs

Mechanics on duty

Barber shop quartet

Men on forklifts, distributing beverages

Mechanics on duty
Could you check the oil?

Waiting for the bus

Construction workers

Security Guard

Construction workers

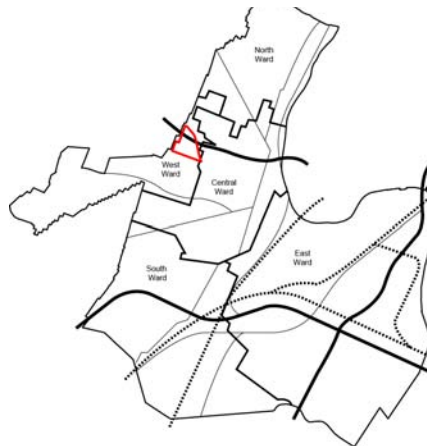
Relaxing in the Courtyard

Hanging out on the porch

Hanging out on the corner

THE PROJECT AREA

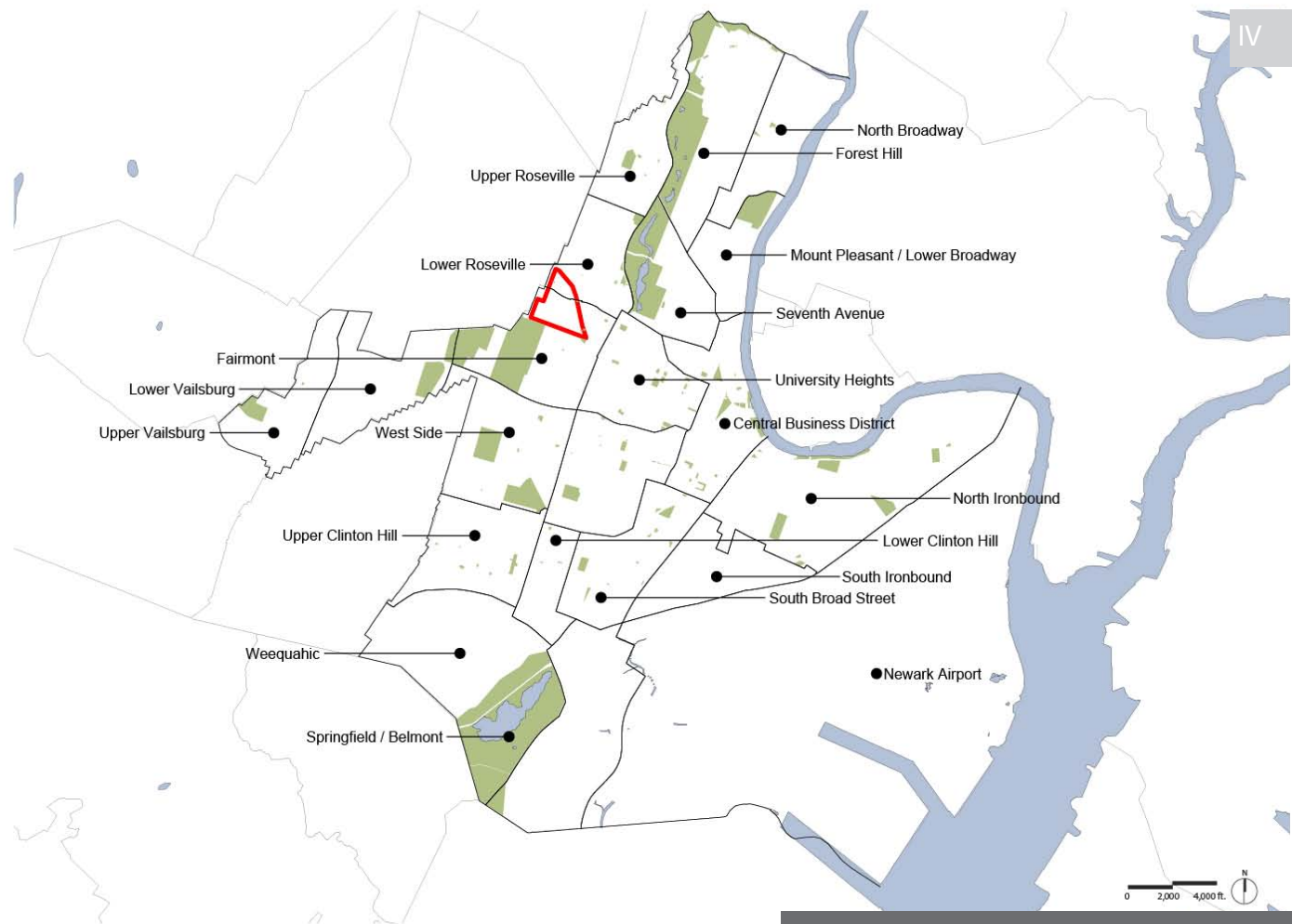
The Northern Fairmount Neighborhood is in Newark's West Ward. Most of the Northern Fairmount Neighborhood is in Fairmount, though some of it is in Lower Roseville. West Market contains Census Tracts 7, 10, 16, and 17.



Newark's Wards



Census Tracts



Neighborhoods Map

THE PROJECT AREA

Let's zoom in. Originally, the study area was bounded by Central Avenue to the south, the Newark / East Orange border to the west, Orange Street to the north, and West Market Street to the east (left).

*A month or so into the process, the study area was expanded east to 1st Street (right). This expanded area is addressed in **Appendix A**.*



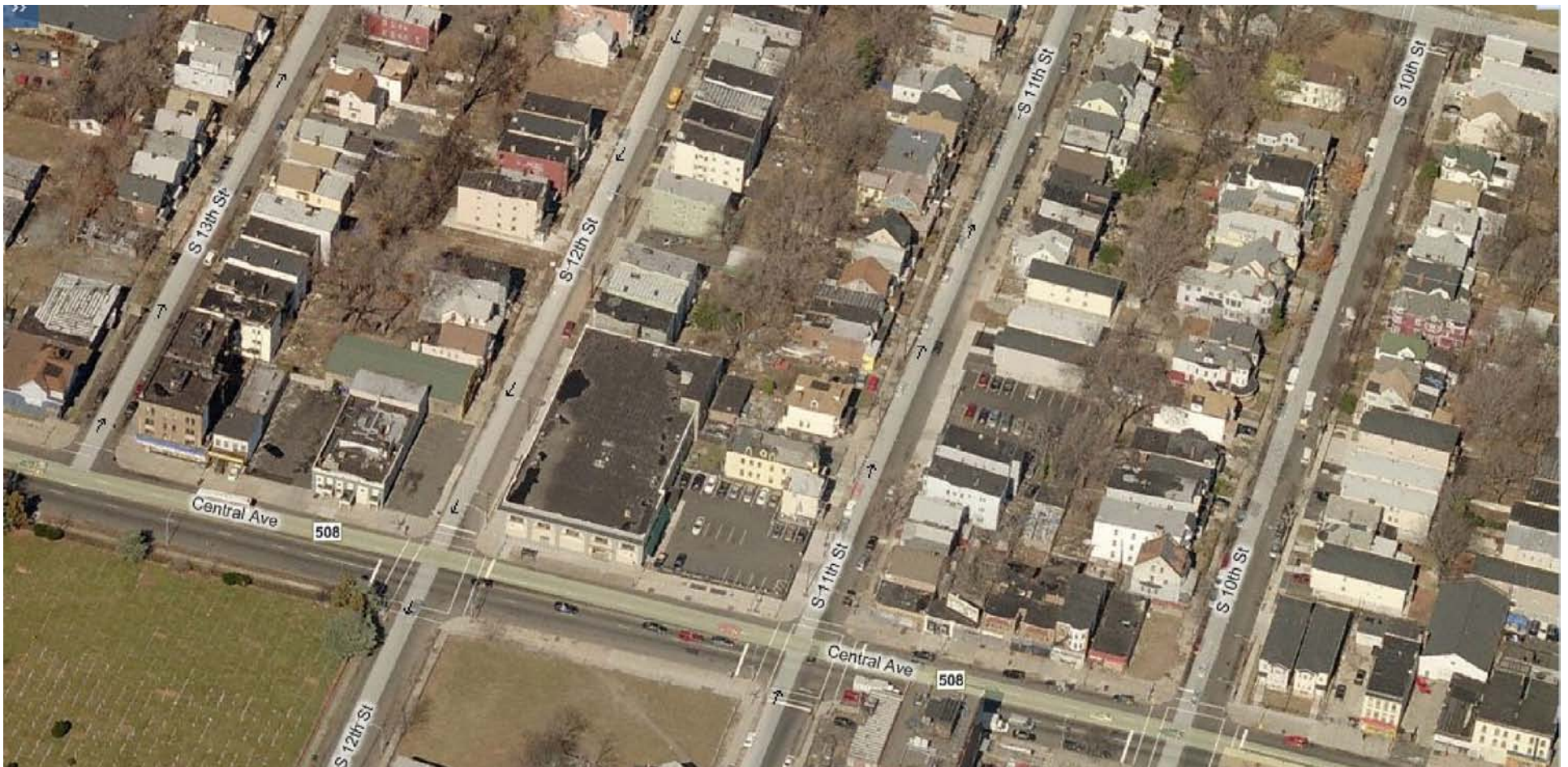
NORTHERN FAIRMOUNT NEIGHBORHOOD



THE PROJECT AREA

Let's point out a few neighborhood landmarks

The study area has many informal landmarks (right). These range from retail establishments like the Exxon Station at the corner of West Market Street and Central Avenue to large industrial buildings like the UPS distribution center to major properties like the United Hospital Campus (which is visible from I-280). Unfortunately, many of these informal landmarks are vacant or under utilized.





I. INTRODUCTION

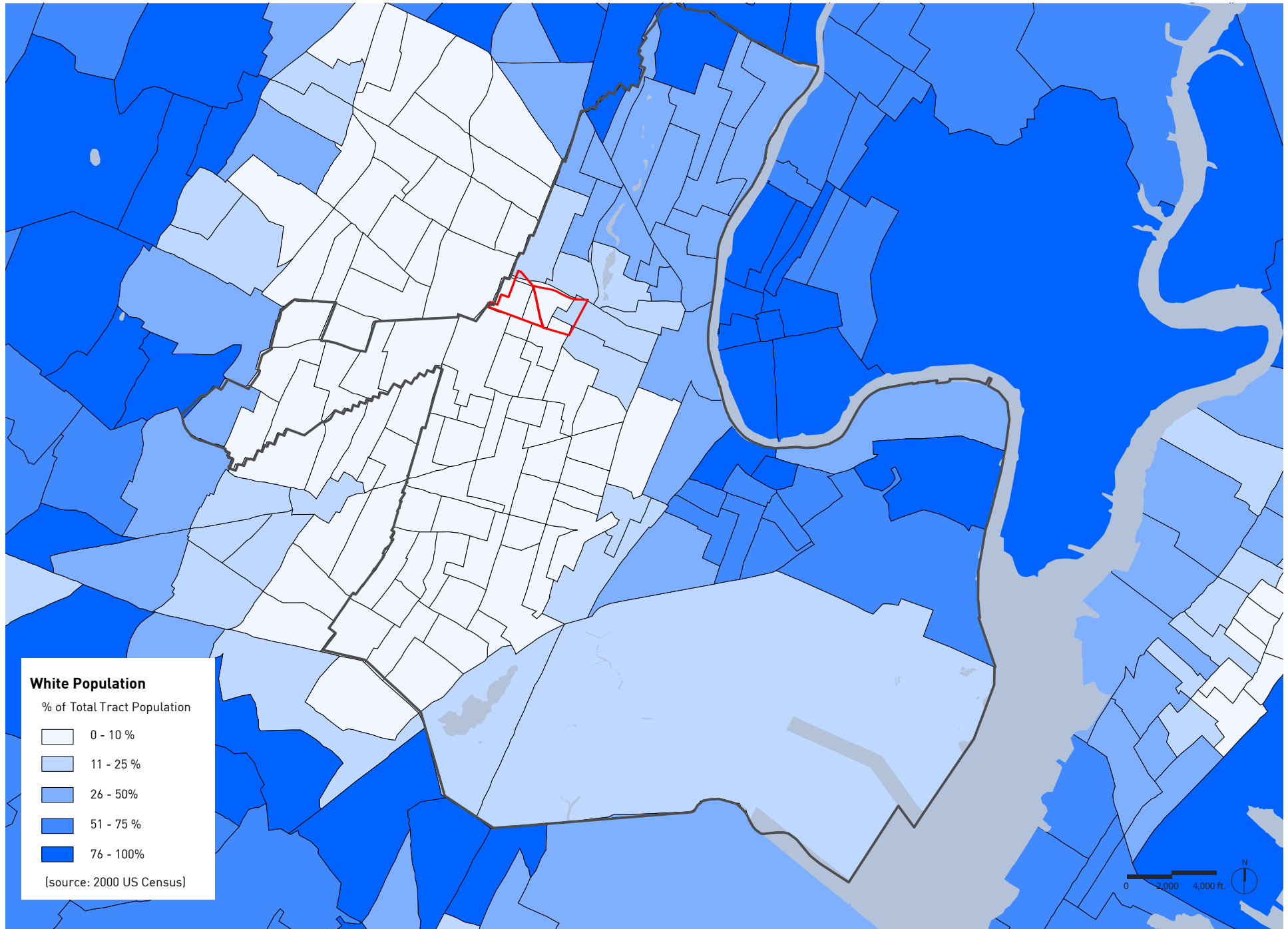
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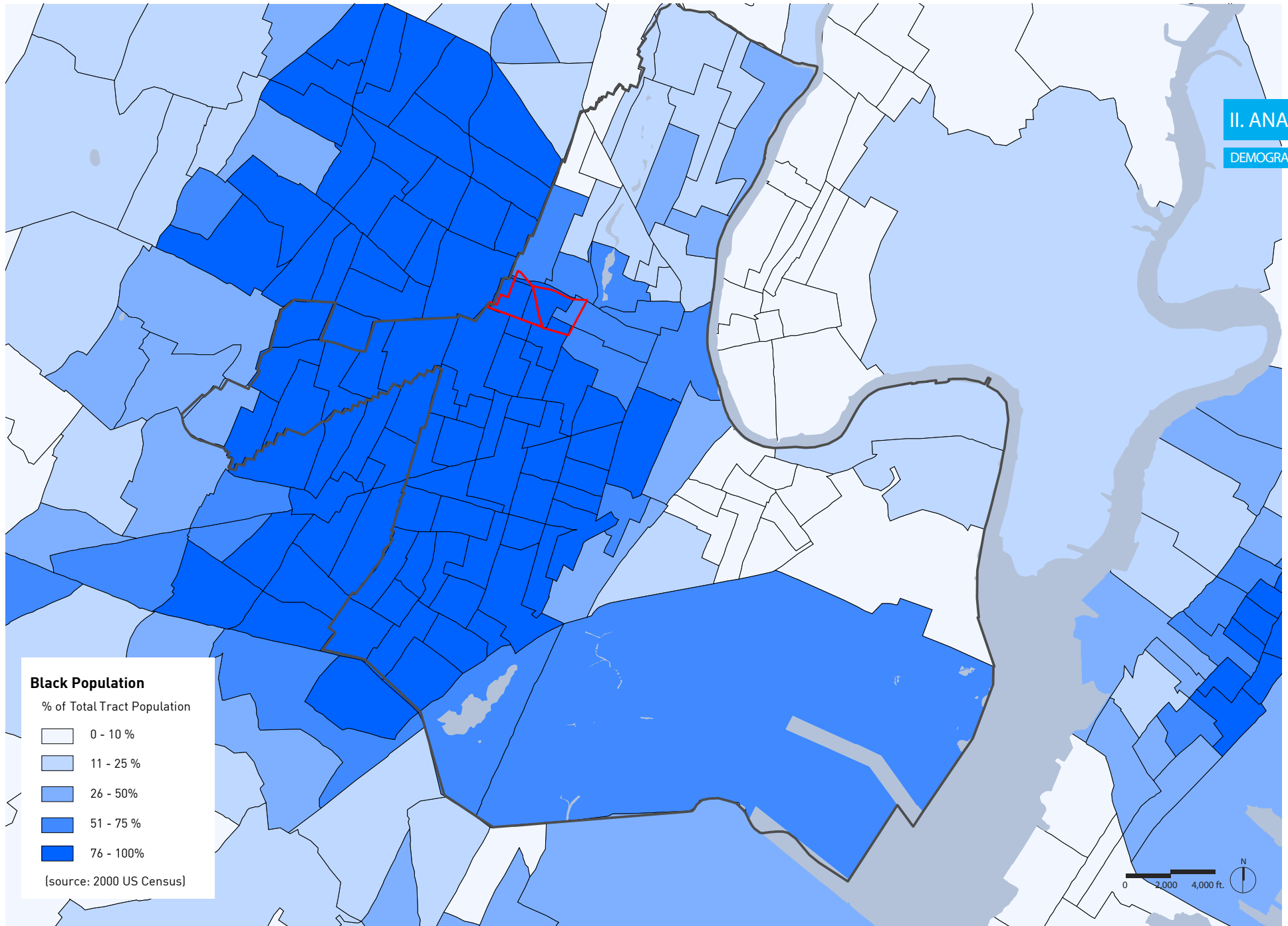
DEMOGRAPHIC OVERVIEW

DEMOGRAPHIC OVERVIEW

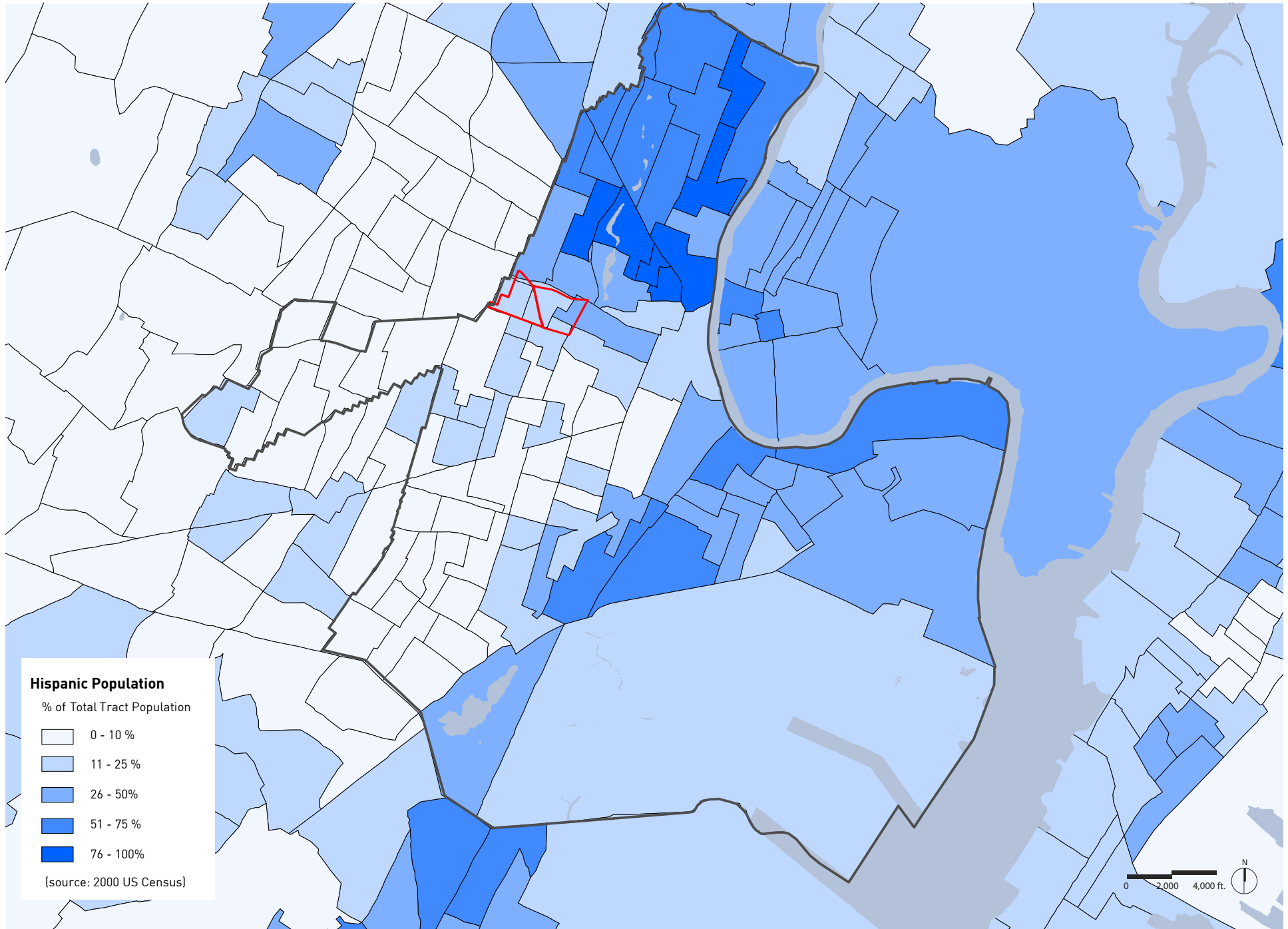


II. ANALYSIS

DEMOGRAPHICS



DEMOGRAPHIC OVERVIEW



II. ANALYSIS

DEMOGRAPHICS

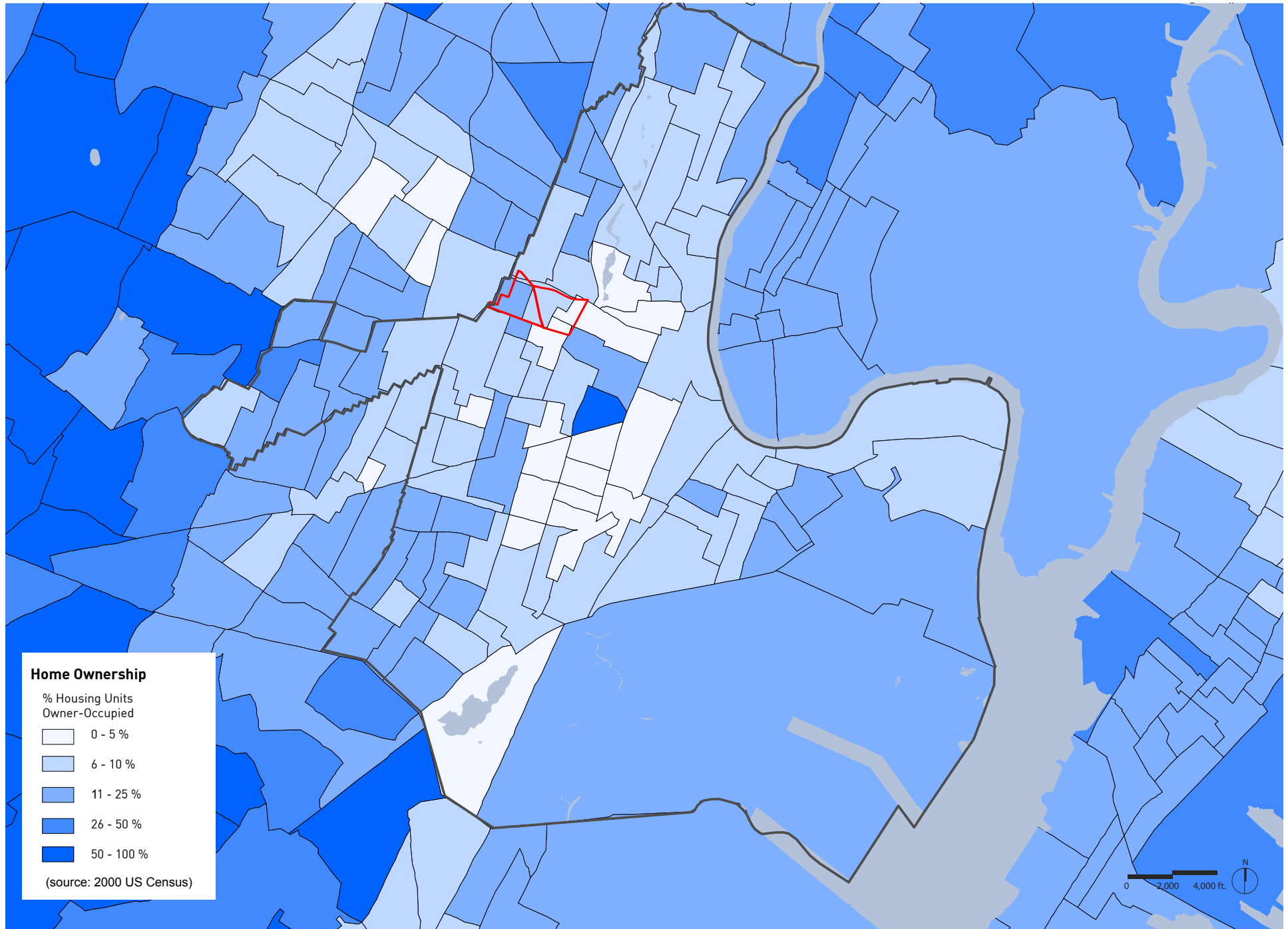
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DEMOGRAPHIC OVERVIEW



--NJ--CT--PA CMSA by Census Tract

II. ANALYSIS

DEMOGRAPHICS

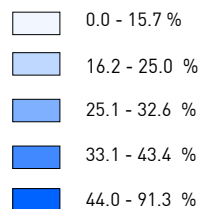
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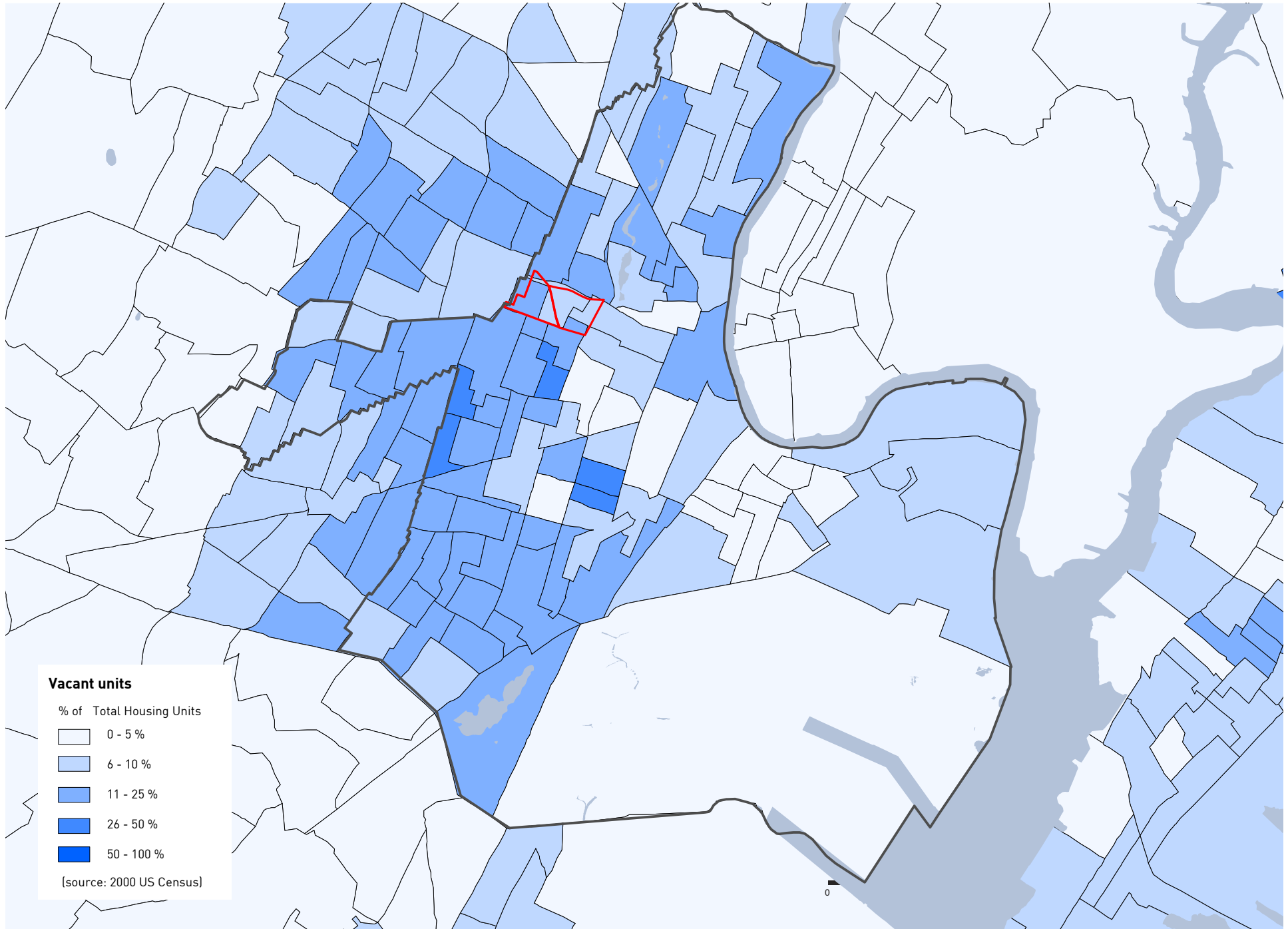
Renter-Occupied

% of Percent of Specified Renter-Occupied Housing Units in Which Monthly Gross Rent Is 35 Percent or More of Household Income in 1999



(source: 2000 US Census)

DEMOGRAPHIC OVERVIEW



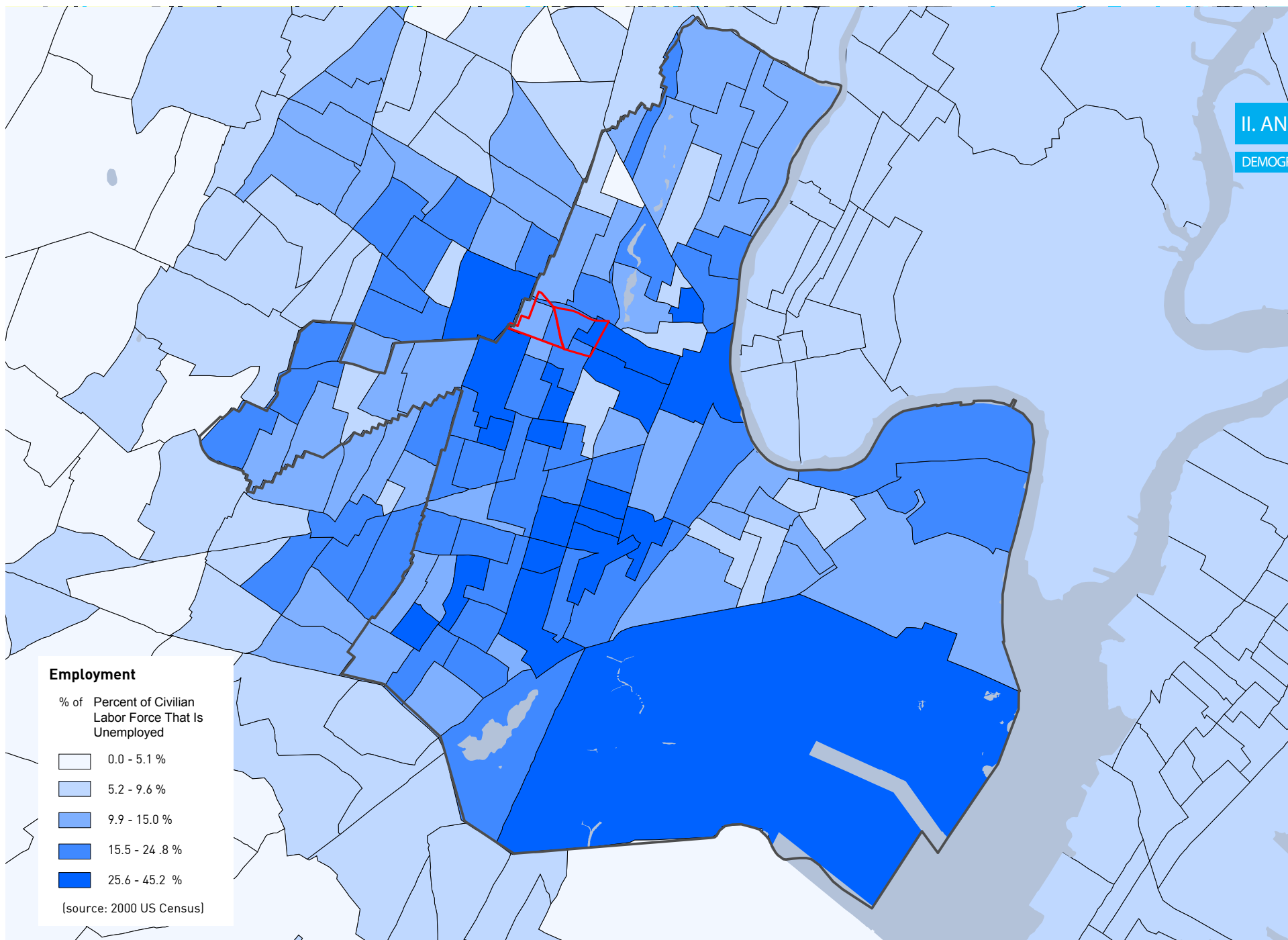
II. ANALYSIS

DEMOGRAPHICS

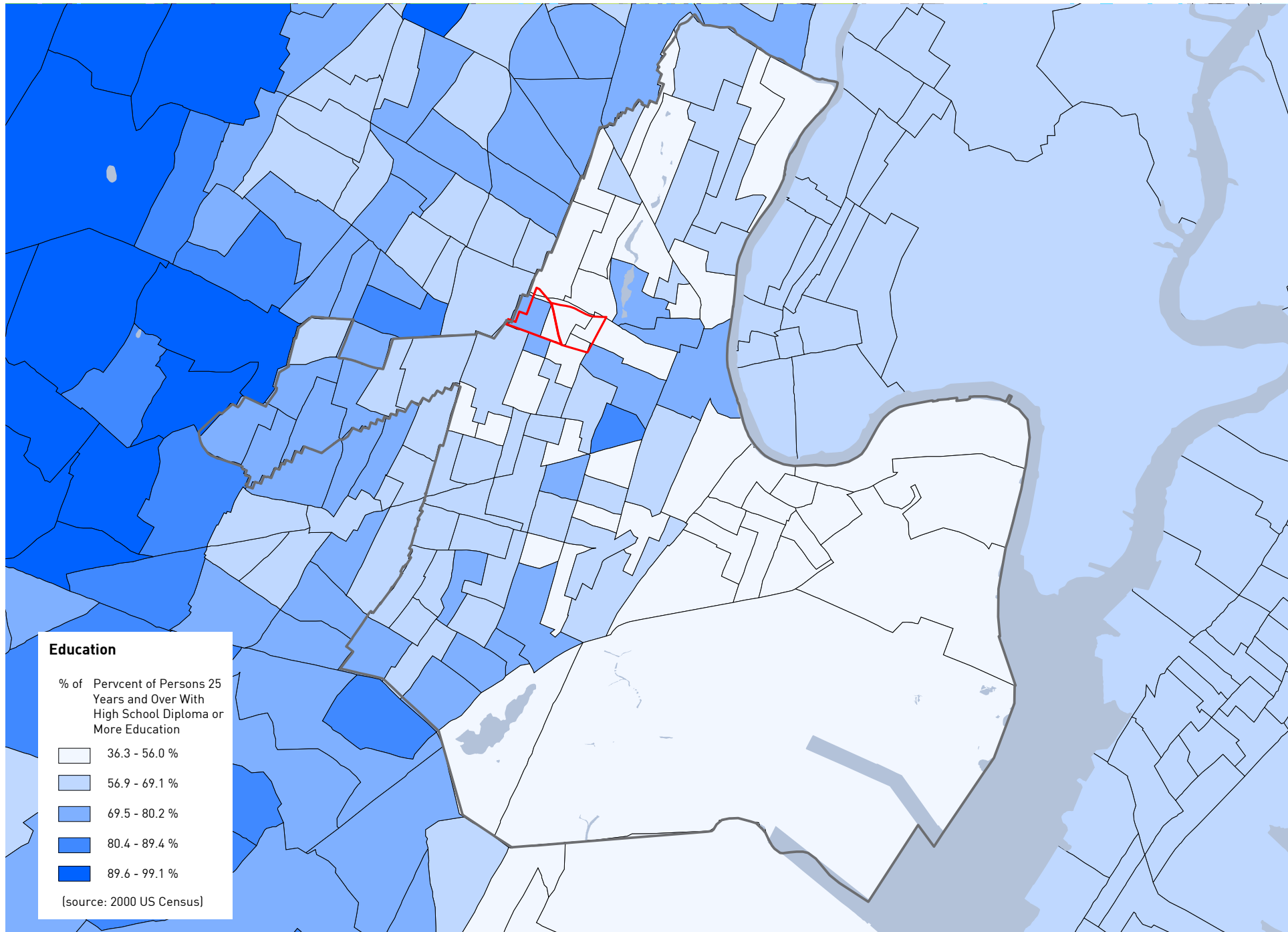
I

III

IV



DEMOGRAPHIC OVERVIEW



ANALYSIS: NEIGHBORHOOD ASSETS

NEIGHBORHOOD ASSETS

There are a lot of great things about the Northern Fairmount Neighborhood. Where to start? There definitely is a great sense of community here. Many people who live here have lived here for a long time.

Census maps confirm something we began to suspect early on in our analysis of the study area, namely, that many people who live in the Northern Fairmount Neighborhood have lived there for years.

NORTHERN FAIRMOUNT NEIGHBORHOOD

0 10 50 100 200 500 feet

Demographics

Moved in House Before 1970

percent

- 4 - 22
- 22 - 30
- 30 - 37
- 37 - 53
- 53 - 86

(source: 2000 US census)



NEIGHBORHOOD ASSETS

There is an excellent diversity of residential types.

Most of the housing in the study area consists of detached multi-family houses that were once detached single-family houses. There are one, two, three, and even four-family structures in the study area (although the latter are in violation of the R3 zoning). Rowhomes, townhomes, and multi-family apartment buildings can also be found in the study area.

The quality of the structures varies. While wooden-frame construction dominates, more solid masonry buildings can be found, especially on 9th Avenue. Buildings are clad in an incredible variety of materials and colors.

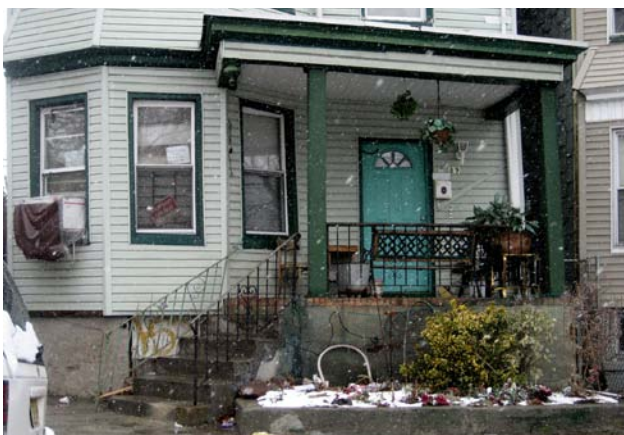
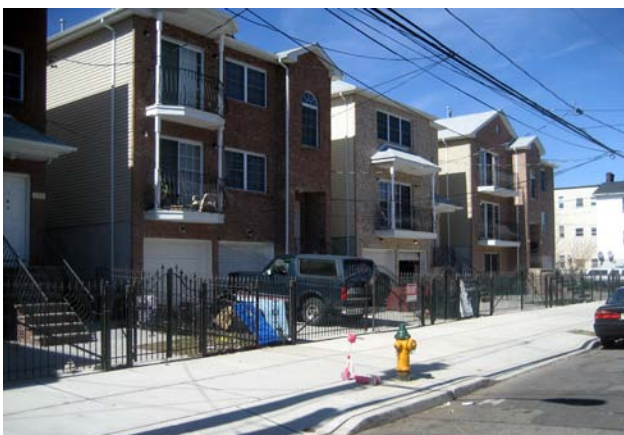
II. ANALYSIS

ASSETS



II. ANALYSIS

ASSETS



NEIGHBORHOOD ASSETS

Residents in Northern Fairmont often improve their front yards with and seasonal decorations. Such modest, bottom-up improvements are very positive.

II. ANALYSIS

ASSETS



NEIGHBORHOOD ASSETS

Homes are affordable.

Opportunities to purchase homes in Northern Fairmount Neighborhood range from affordable apartments in the \$20,000 range to multi-family units with price-tags between \$200,000-\$600,000. The housing stock is characterized by a range of styles, ages, and sizes. While a substantial number of foreclosed properties are available, most properties are available via traditional brokers and real estate agents

II. ANALYSIS

ASSETS



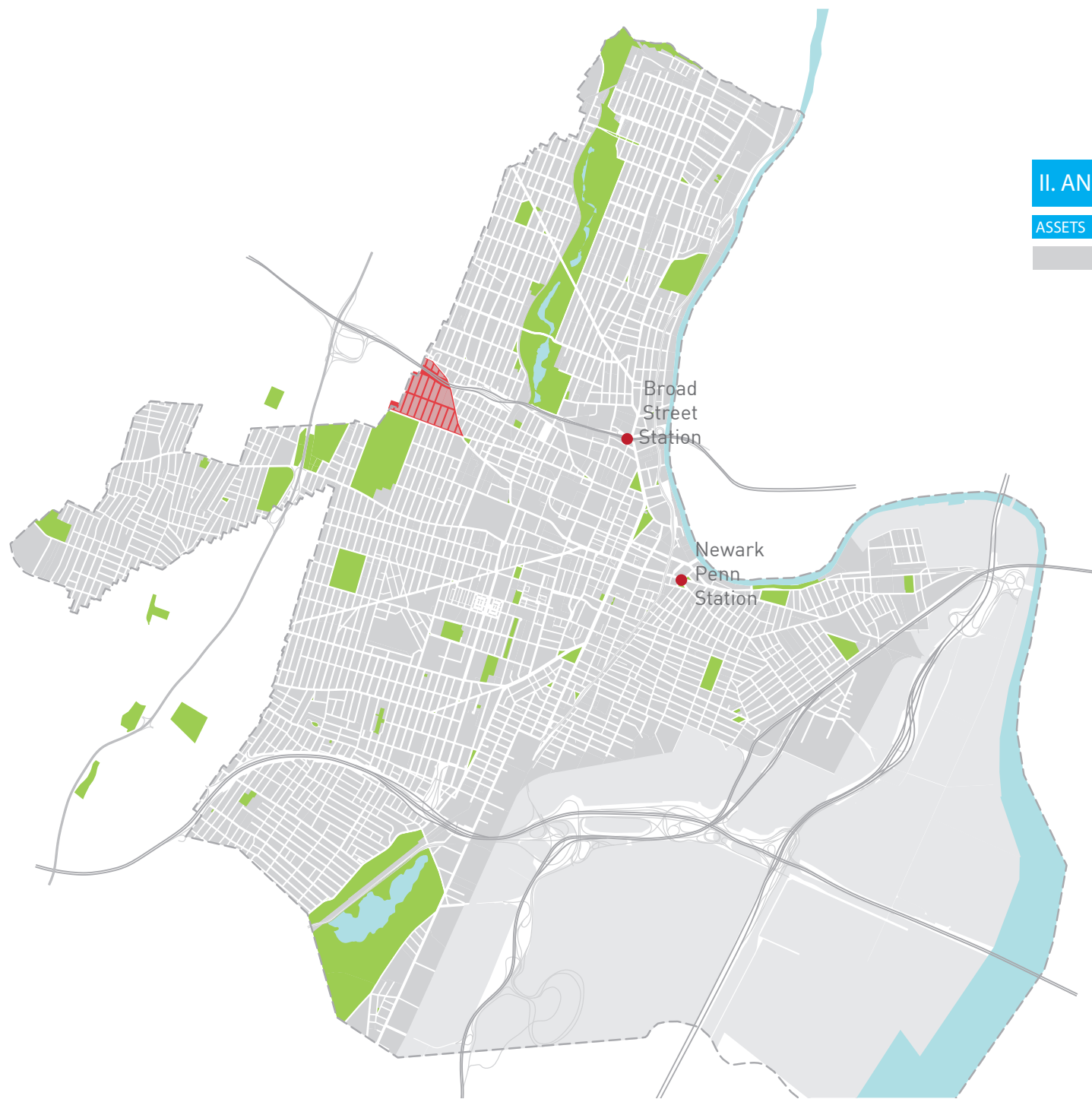
There is good transportation.

“Good transportation” is regularly singled-out as an asset of the study area. Residents often boast about how quickly they can get downtown, or to New York City.



II. ANALYSIS

ASSETS

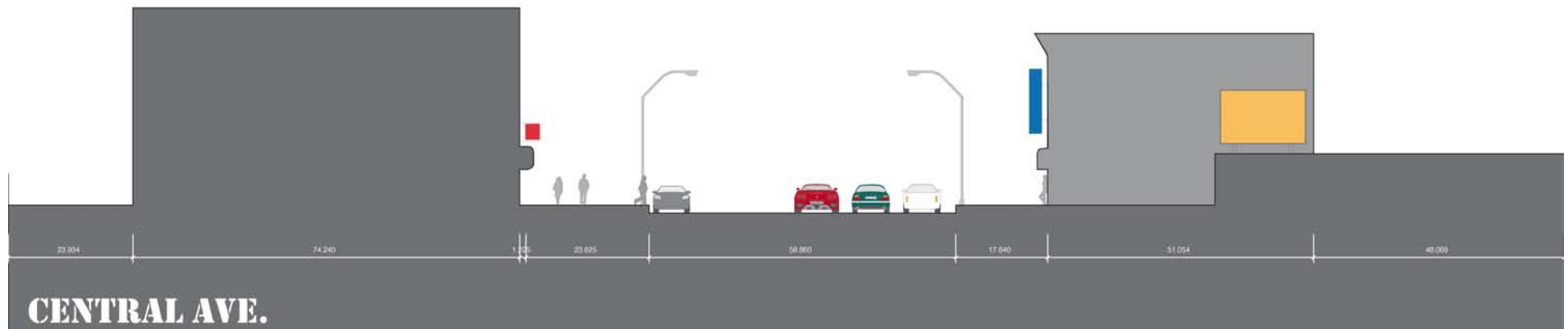


NEIGHBORHOOD ASSETS

Central Avenue has the makings of a classic, mixed-use retail street.

it is potentially the sort of classic, mixed-use retail street that one can find in coveted Brooklyn neighborhoods like Fort Greene, Williamsburg, and Park Slope. The zoning allows—indeed requires—retail on the ground floor, and most buildings are built for residential on the upper floors.

Presently, there is a decent diversity of retailers, although most residents agree that there are too many basic neighborhood services that Central Avenue doesn't offer. The Avenue is also undermined by upper-floor vacancies, vacant lots, and poor road and sidewalk conditions (more on this later).



NEIGHBORHOOD ASSETS

Central Avenue happens to have a great prospect: it is one of the higher points in the city and has a great view of downtown.



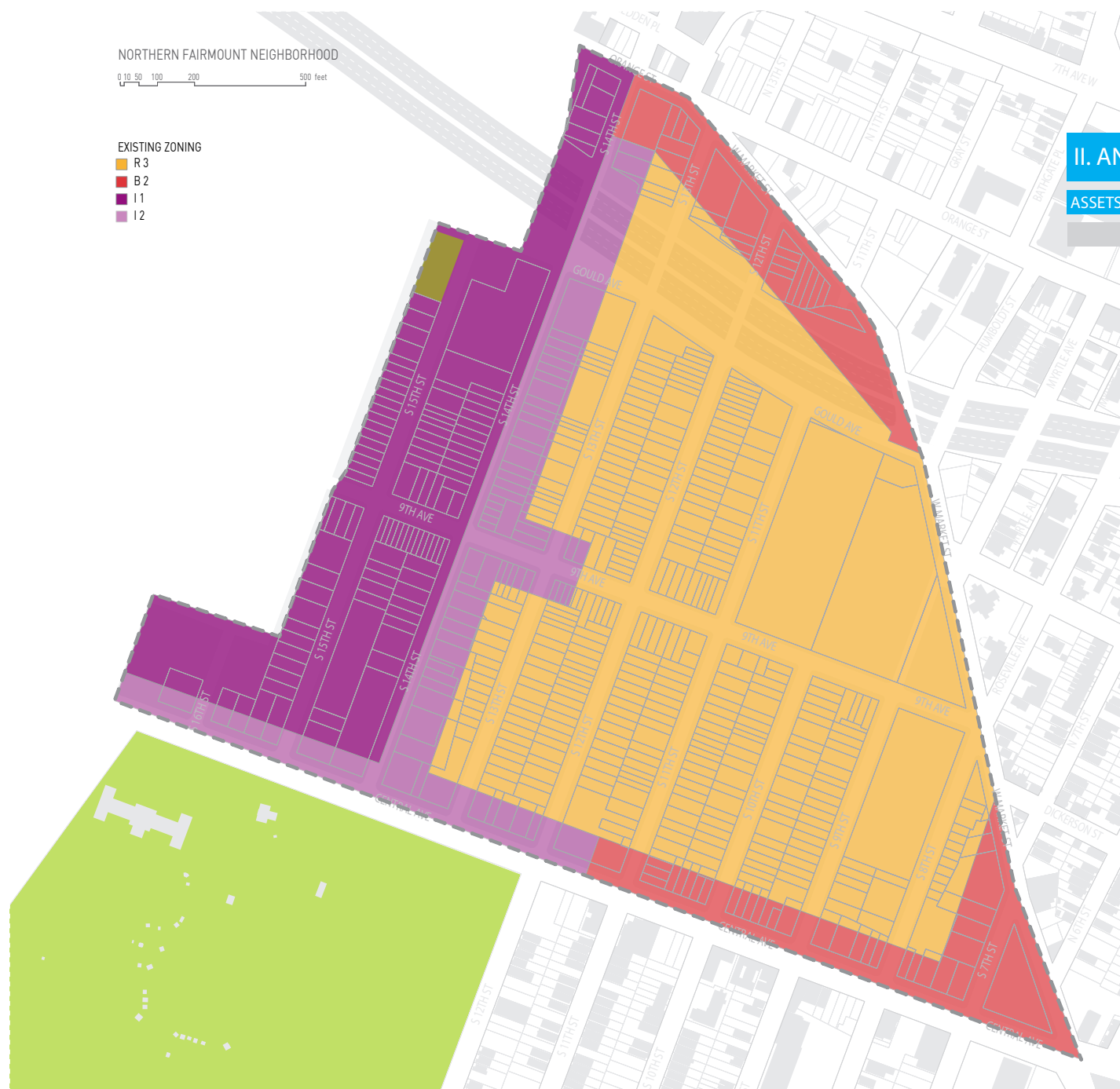
There is a good mix of uses, including industrial.

The presence of industry in the study area is the topic of very varied opinions. Some see that the industrial uses provide decent neighborhood jobs, are important to the city's economy, and put eyes on the street during the day. Some also note that some of the industrial tenants are longstanding tenants who have peacefully coexisted with the residents in the neighborhood for decades. Others feel that the positive things about the industrial uses are trumped by the noise and dirt they generate, and by the unattractiveness of the industrial buildings themselves. It also turns out that residential property values tend to lessen with proximity to the industrial uses.



II. ANALYSIS

ASSETS



NEIGHBORHOOD ASSETS

And there are already big plans for the neighborhood.

The New United Corp's plans are ambitious, as evidenced by the "Executive Summary" of their "Come Back to Newark" document (below, center), which outlines the proposals in detail. The plans--which are based on the "community medicine" philosophy--insist that a medical facility should contribute to the health of the community in which it is located, as opposed to just outsiders who come in for specialized care. The mixed-use approach to the redevelopment is appropriate and should be encouraged by the property's zoning.

II. ANALYSIS

ASSETS

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IV

United Campus Laventille Estates West Market Plaza

Come back to newark!

Fairmount District Redevelopment Initiative West Ward, Newark, New Jersey

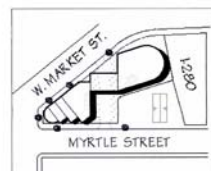
Dr. Clyde A. Pemberton, Chairman
NEW UNITED CORP.
15 South 9th Street
Newark, NJ 07107
973-497-9360 • 973-497-9100 FAX

April 2006

NEW UNITED CORP.

WEST MARKET PLAZA

Mixed Use Retail/Commercial Development
525-545 West Market Street @ I-280



Project Status: Proposed Development
Category: Retail/Commercial
Subcategory: Neighborhood Center
Property Address: 525-545 West Market Street
Newark, NJ 07107-2116, US
County: Essex
Building Size: 50,000
Lot Frontage: 200'
Lot Depth: 90'
Occupancy: 0%
Min. SF Available: 500
Max. SF Available: 25,000
Total SF Available: 30,000
Year Built: 2006-2007 Completion

Property Description

New multi tenant masonry and glass building to be constructed overlooking Interstate 280 will be a 5-story 30,000 SF mixed-use retail-commercial center with on-site convenience parking and available garage parking.

Location Description

Northeast, Northern New Jersey, Essex County, City of Newark, West Ward, Block 1891.01 Lot 31, M, N & S, Census 16.00. Property is located across the street from the former United Hospitals Medical Center which is being redeveloped. UNEDNJ, NJIT, and University Heights Science Park are within a mile radius. Located on West Market Street, a main commercial thoroughfare convenient to bus, train, and auto routes. East West I-280 runs along property line. Cross streets are Myrtle and Sussex Avenues.

Suite Availability

Street level retail from 500 to 5,000 SF can be combined with 5,000 to 10,000 SF second to fifth floor space.

Highlights

Renewed Community Tax Credits and Incentives, Great Neighborhood Shopping Center/Office Opportunity
Great Property, Great Design, Great Location, Great Traffic and Excellent Visibility from I-280
Full Block front property; frontage on two local streets; Double signalized intersection
Bus stops at corner into downtown and easttown.

EXECUTIVE SUMMARY

<i>Subject</i>	Fairmount District Redevelopment Initiative	
<i>Location</i>	Scattered Residential Sites in Fairmount District, West Ward, Newark, NJ, United Campus, a Condominium, 15 South 9 th Street, Newark, NJ 07107, and West Market Plaza, 525-545 West Market Street, Newark, NJ 07107	
<i>Proposal</i>	Mixed Use Residential, Commercial Redevelopment, Community Empowerment Programs:	
<i>Sponsorship</i>	New United Corp. Projects	
Laventille Estates		\$ 14,900,000
West Market Plaza		\$ 9,700,000
United Campus:		
Compass House Continuing Care Retirement Community	\$ 16,000,000	
Compass Building First Steps Services for Children		
Therapeutic Nursery and Day Care expansion	\$ 1,600,000	
Compass Building Retail Base	\$ 5,400,000	
Annex Building Club & Boutique Hotel	\$ 8,000,000	
South & North Parking Pads New Construction	\$100,000,000	
North Tower & 10 th Street Buildings Renovation	\$ 40,000,000	
Infrastructure and Site Improvements	\$ 3,950,000	
SubTotal		\$174,950,000
<i>Sponsorship</i>	New United Corp. and R.A.N.D. Inc. Projects	
Fairmount Special Improvement District	\$ 510,000	
"Come Back to Newark" Campaign	\$ 20,000	
Community Mediation Center	\$ 20,000	
SubTotal		\$ 550,000
GRAND TOTAL		\$200,000,000
<i>Project Status</i>	Redevelopment	
<i>Category</i>	Mixed Use Residential Retail Commercial Health/Care	
<i>Subcategory</i>	Residential/Street Retail-Convenience Center/Health Care/Neighborhood Development	
<i>Productivity</i>	Commercial Totals:	Existing 450,000 SF Potential 1,000,000 SF
	Hotel Totals:	Potential 370 Rooms
	Residential Totals:	Potential Townhomes: 65 Apartments and Condominiums: 545 Senior Continuing Care Community: Potential: Residential Care: 75 Units, 90,000 SF Nursing Care: 20 Beds, 20,000 SF
	Day Care Services:	Existing 65 children Potential 200 children
<i>Term</i>	2000 - 2011 Completion	

ANALYSIS: CHALLENGES FACING THE NEIGHBORHOOD

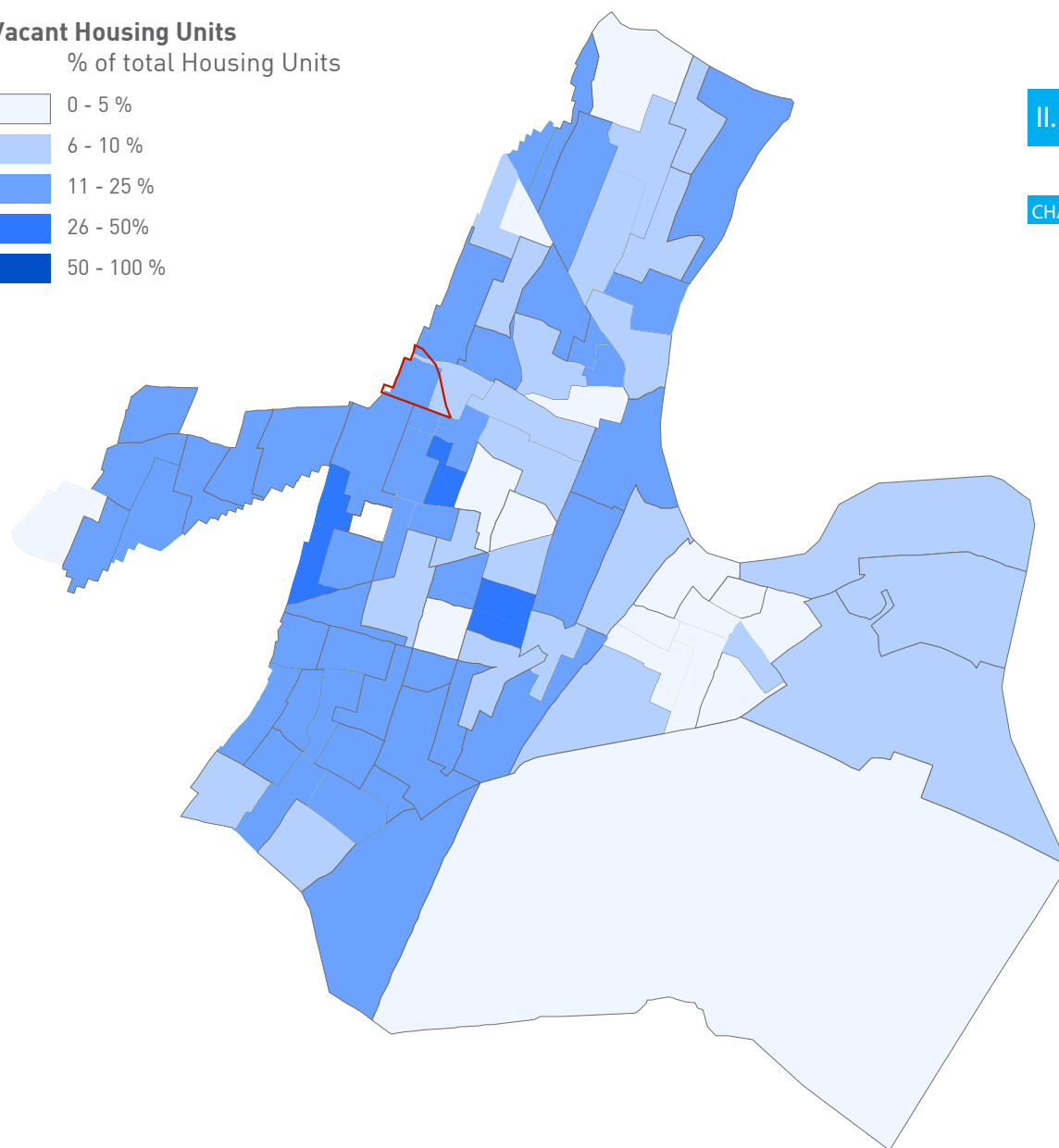
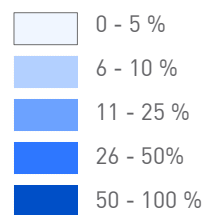
CHALLENGES FACING THE NEIGHBORHOOD

One of the most obvious challenges facing the neighborhood is vacancy.

The most obvious challenge faced by the study area is vacant buildings and land. Of approximately 339 buildings, 34 are vacant. That's almost ten percent. Vacant buildings are obviously a detriment to the neighborhood in that aside from being eyesores that drag down neighboring property values, vacant buildings are sometimes havens for drug dealers. Nonetheless, if we zoom out, we see that the Northern Fairmount Neighborhood's share of vacant housing units is average for the city (though quite high when compared to the region).



Vacant Housing Units % of total Housing Units



II. ANALYSIS

CHALLENGES

CHALLENGES FACING THE NEIGHBORHOOD

Much of this vacant land is publicly-owned.

While public control over this property represents an opportunity, most of the vacant parcels are mid-block “missing teeth.”

II. ANALYSIS

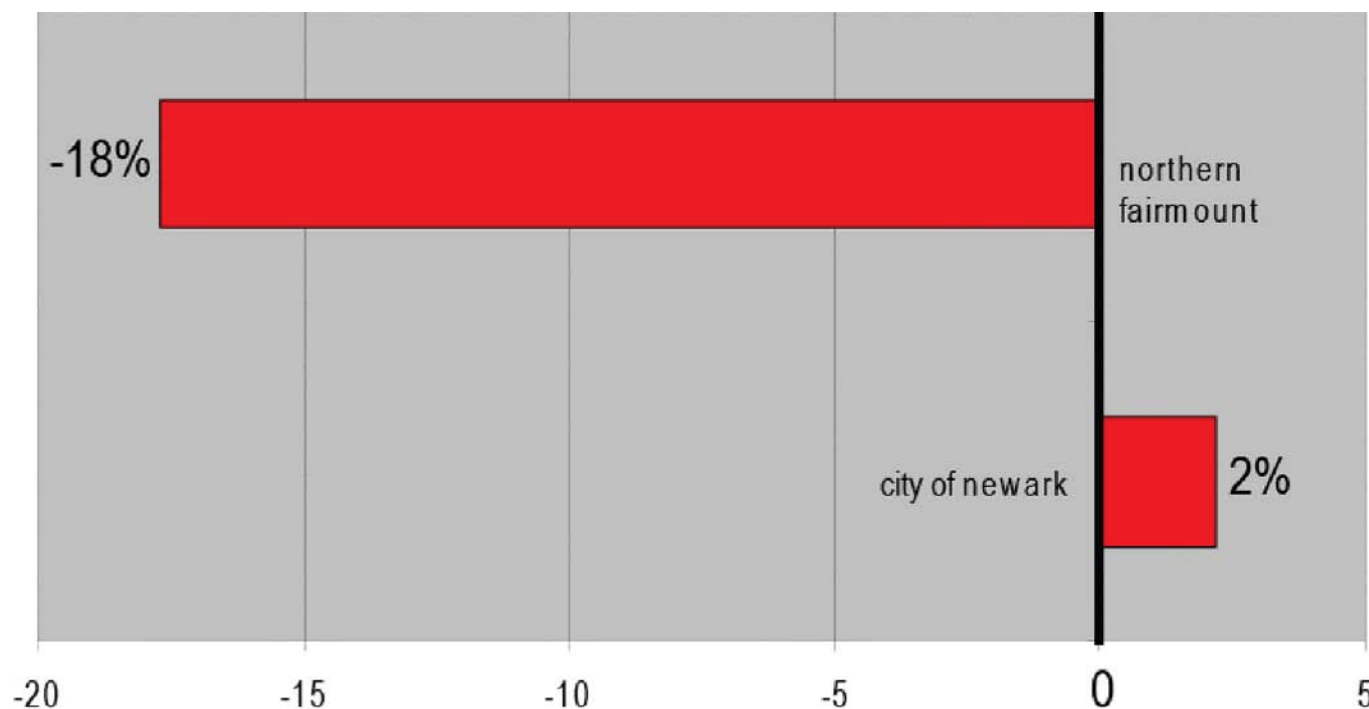
CHALLENGES



CHALLENGES FACING THE NEIGHBORHOOD

This vacancy is the product of population loss.

Vacancy is the product of population loss. Between 1990 and 2000, the study area lost 838 people. The population loss has continued through 2009. A major contributor to population loss in the study area was the closing of the United Hospital. By all accounts, the United Hospital was a tremendously positive presence in the study area, attracting not only residents who were enticed by the prospect of living close to work, but also employees, visitors, and patients. All put eyes on the street, and patronized businesses on Central Avenue.



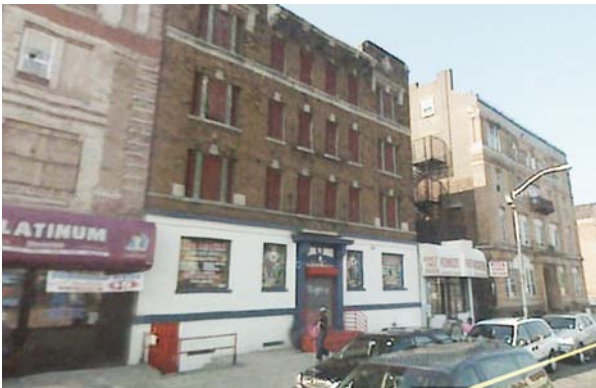
tract-block group	1990	2000
17-1	788	688
17-2	1,692	1,462
16-3	810	382
16-1	572	490
10-2	862	864
total	4,724	3,886

** As the Census Tracts and Block Groups shift slightly between 1990 and 2000, and as the Tracts and Block Groups don't correspond to the neighborhood boundaries defined in this Redevelopment Plan, we have only used those Tracts and Block Groups that are the unchanging, core of the neighborhood. Not factored are 7-4, 16-2 (1990) and 9-4, 15-1 (2000)*

CHALLENGES FACING THE NEIGHBORHOOD

But it's not just residents who have left: businesses fled too. Currently, there is a real lack of retail amenities. While Central Avenue has a lot of potential, most people we talk to say that it under performs

This map shows other impediments to redevelopment and repopulation. We contacted a few of the owners of buildings on Central Avenue to better understand why there is so much vacancy on Central Avenue, especially on second and third floors. Here is what the people we spoke to had to say:



530 CENTRAL AVENUE



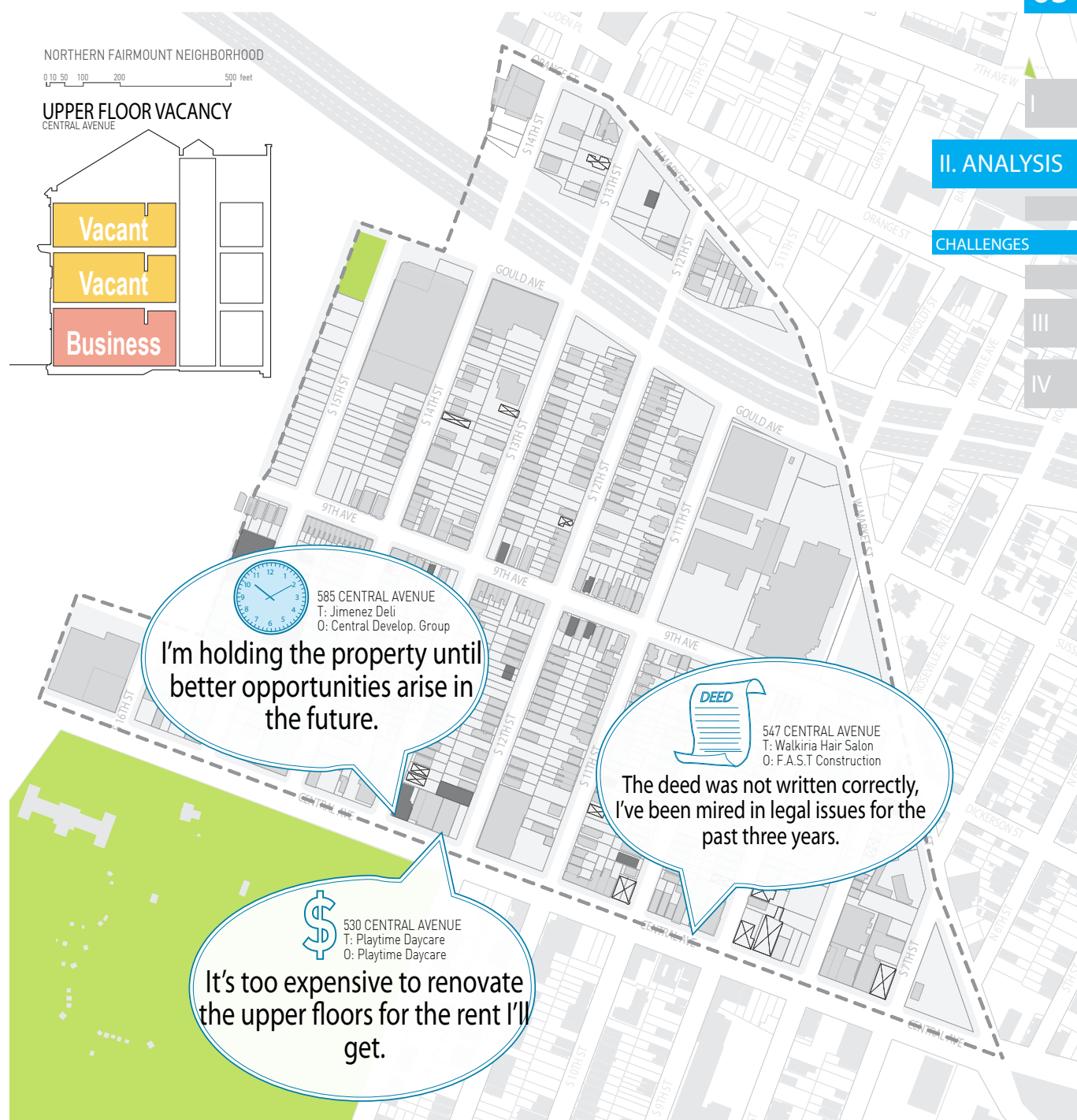
547 CENTRAL AVENUE



585 CENTRAL AVENUE

II. ANALYSIS

CHALLENGES



CHALLENGES FACING THE NEIGHBORHOOD

Moreover, if we remove those businesses described as “undesirable” at 2007’s Vision Summary, we’re not left with much that the neighborhood wants.

NORTHERN FAIRMOUNT NEIGHBORHOOD

0 10 50 100 200 500 feet

Central Avenue

RETAIL ANALYSIS

- Cleaners / Laundromat
- Salon / Barber Shop
- Local Stores
- Food Services



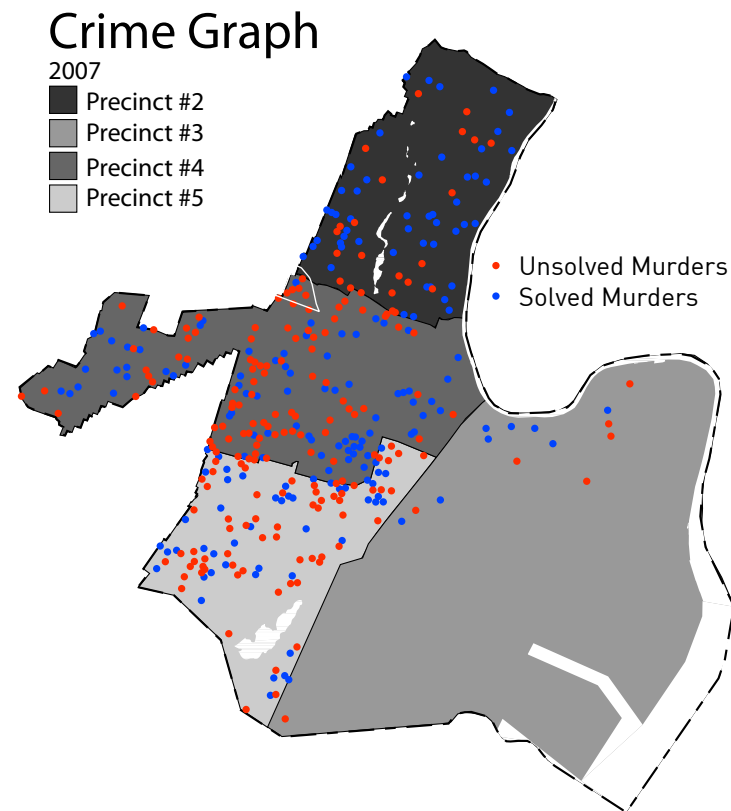
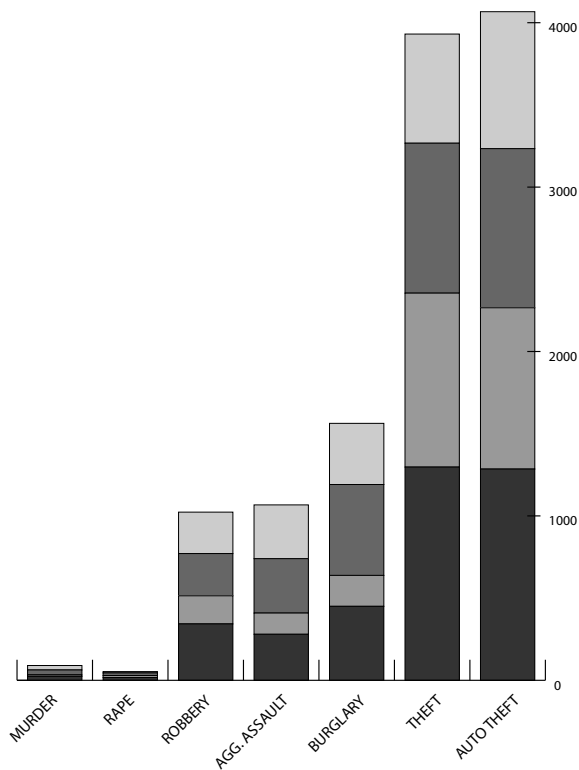
II. ANALYSIS

CHALLENGES

CHALLENGES FACING THE NEIGHBORHOOD

Unfortunately, sometimes crime follows population loss and vacancy.

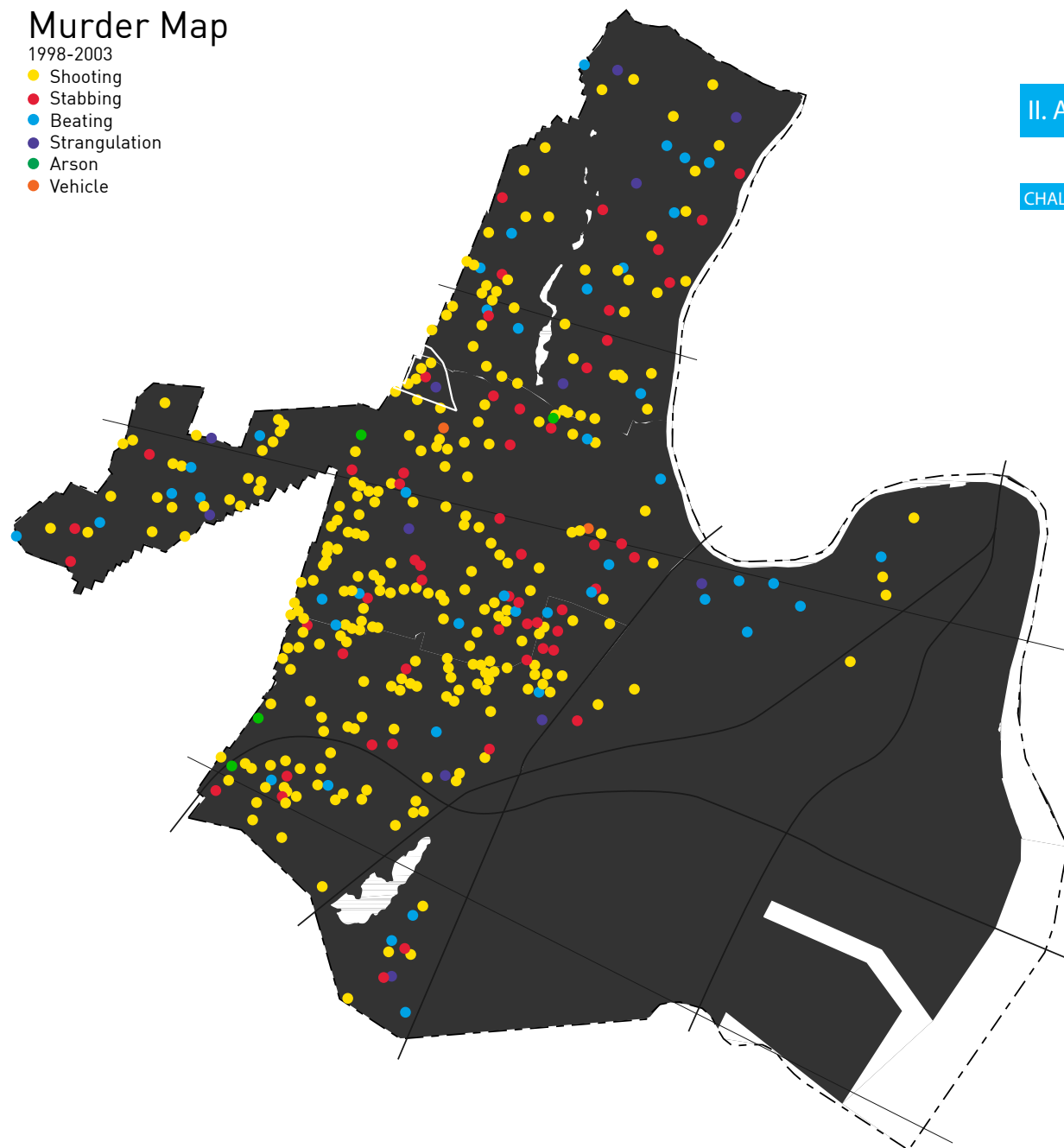
This map shows what many residents repeated to us over and over, namely, that the neighborhood is not safe, and that crime is one of the biggest problems facing the study area. Crime is thus a major obstacle to the repopulation of the neighborhood. One young couple we spoke to who had “given up” on the study area after living in it for a few years said that they gave up on it because they couldn’t deal with the crime and didn’t want to raise a child in such a dangerous neighborhood.



Murder Map

1998-2003

- Shooting
- Stabbing
- Beating
- Strangulation
- Arson
- Vehicle



II. ANALYSIS

CHALLENGES

CHALLENGES FACING THE NEIGHBORHOOD

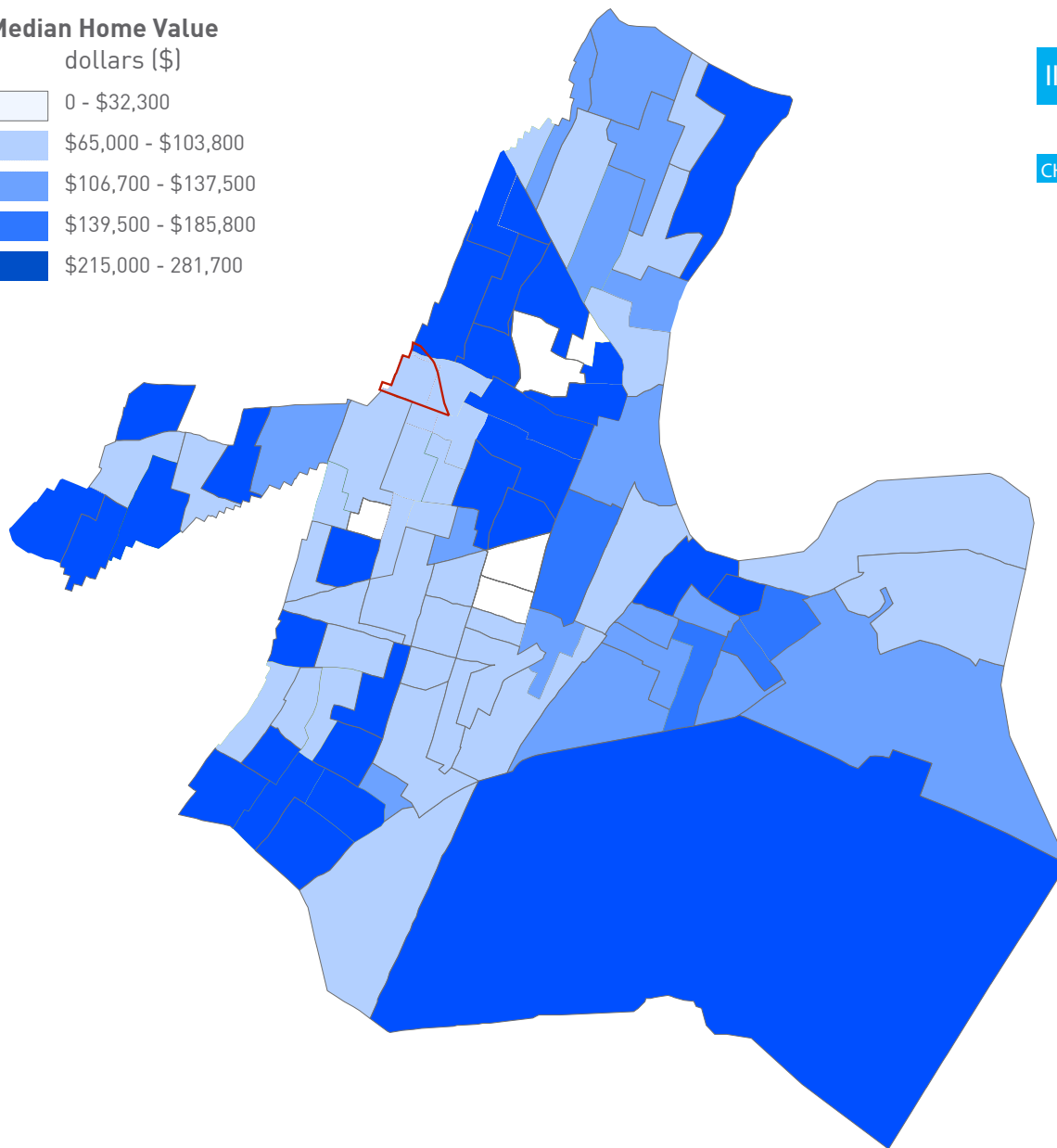
Partly because of crime, the Northern Fairmount Neighborhood has some of the lowest home values in the city.

Partly because of crime, the Northern Fairmount Neighborhood has some of the lowest home values in the city. Home values are comparable to those of other parts of Fairmount and are a bit lower than they are in Lower Roseville to the north. At a closer scale, we see that the least valuable homes are those near industrial uses and I-280.



Median Home Value
dollars (\$)

- 0 - \$32,300
- \$65,000 - \$103,800
- \$106,700 - \$137,500
- \$139,500 - \$185,800
- \$215,000 - 281,700



CHALLENGES FACING THE NEIGHBORHOOD

The foreclosure crisis hit Northern Fairmount pretty hard.

The study area has been hit hard by the foreclosure crisis, as is revealed by this map, which shows bank-owned properties. The study area is eligible for 3.4 million City-wide emergency funds, but as of publication of this plan, none have been available.

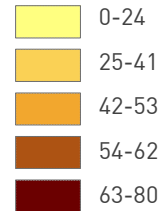
High Cost Loan Rate by Tract 2004-06

Legend

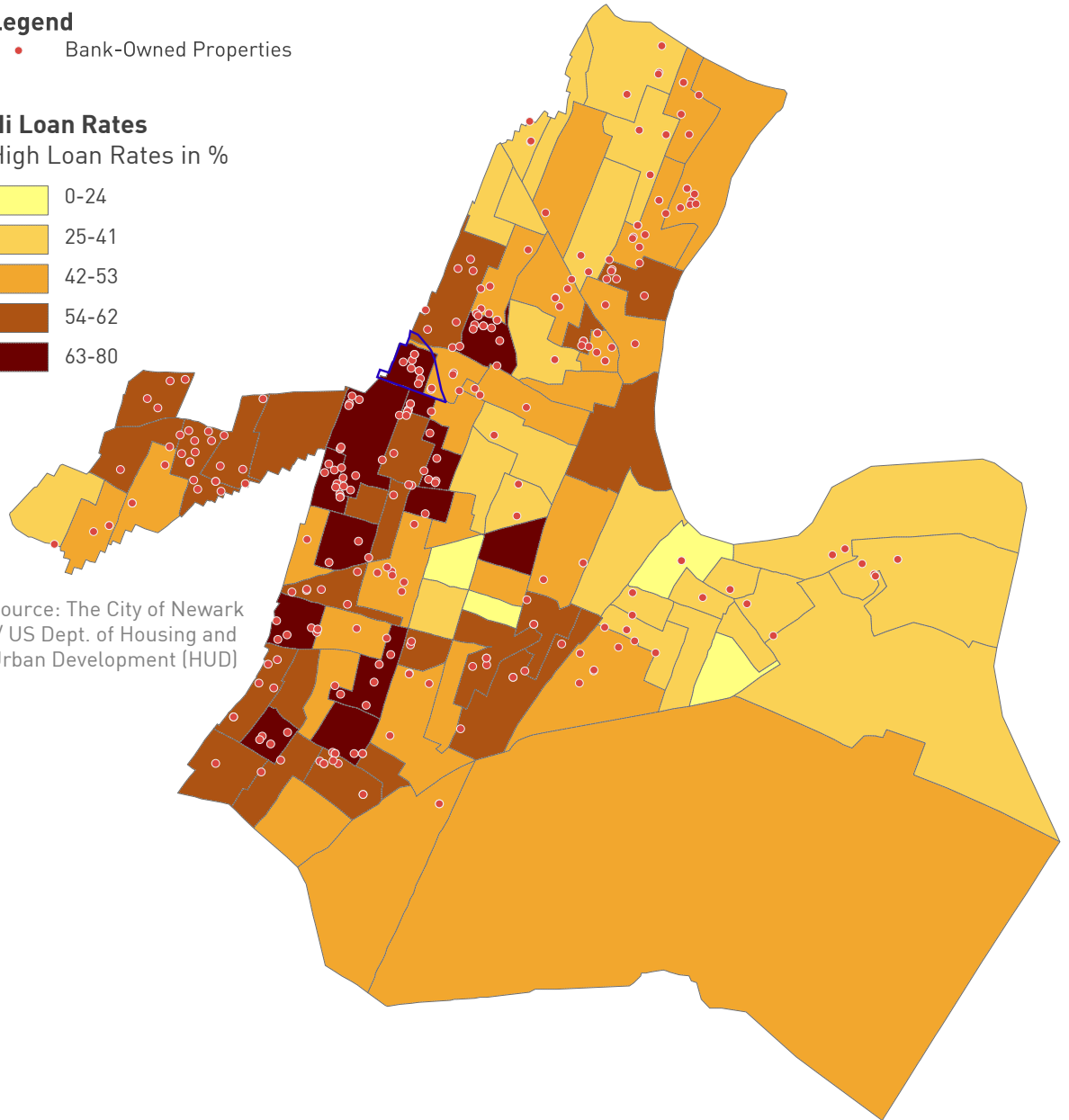
• Bank-Owned Properties

Hi Loan Rates

High Loan Rates in %

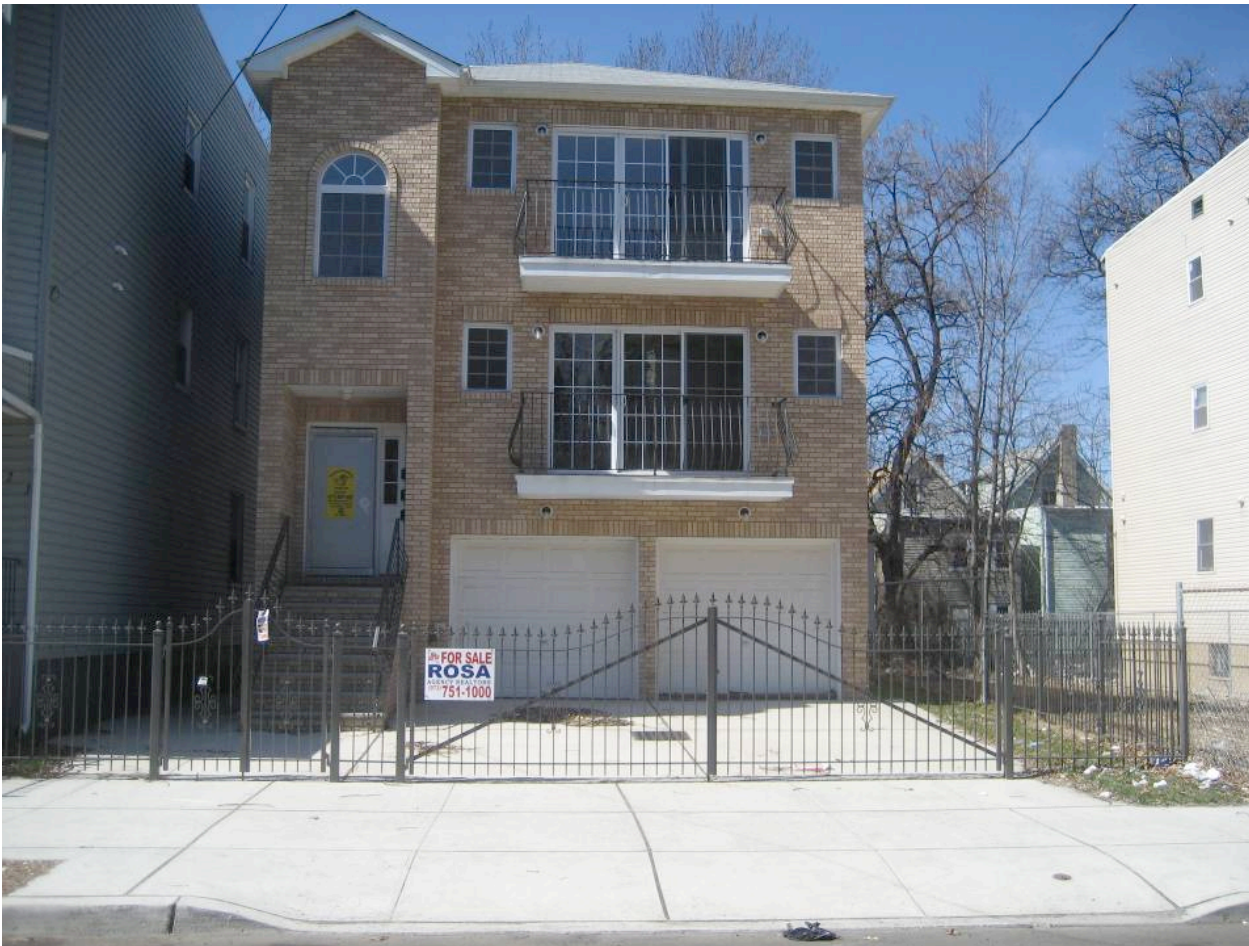


Source: The City of Newark
// US Dept. of Housing and
Urban Development (HUD)



II. ANALYSIS

CHALLENGES



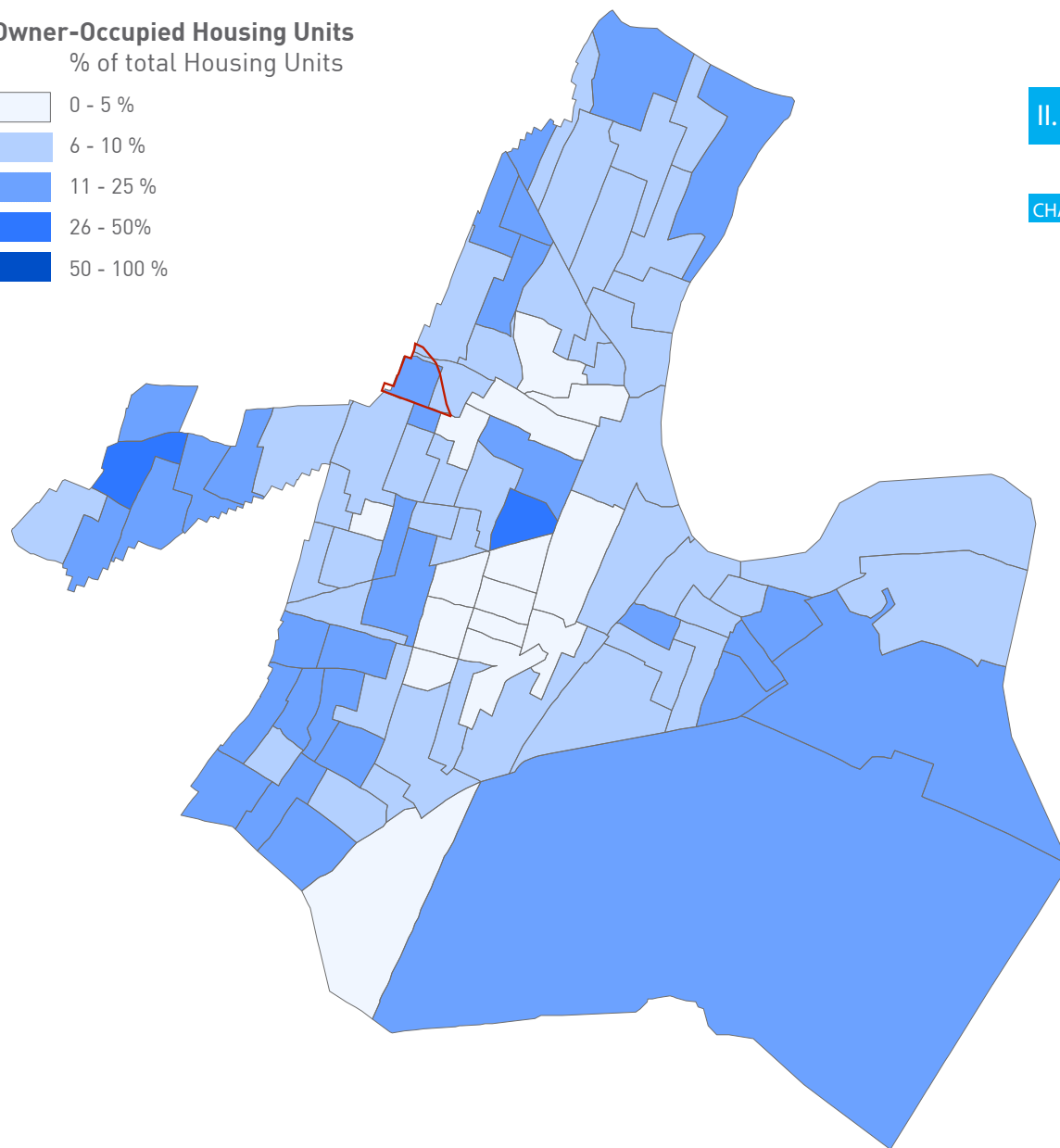
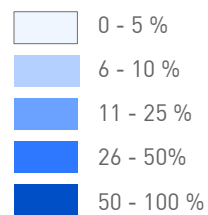
CHALLENGES FACING THE NEIGHBORHOOD

Another problem is transiency.

One of the perceived problems in the study area is transiency. While there are indeed a lot of long-standing residents in the study area, the sentiment has been expressed by residents that there are too many renters, and that there is too much coming and going. If we measure transiency by renter occupancy, however, we see that the neighborhood is roughly fifty percent renter occupied, which is actually on the low side for the city as a whole.



Owner-Occupied Housing Units % of total Housing Units



II. ANALYSIS

CHALLENGES

I

III

IV

CHALLENGES FACING THE NEIGHBORHOOD

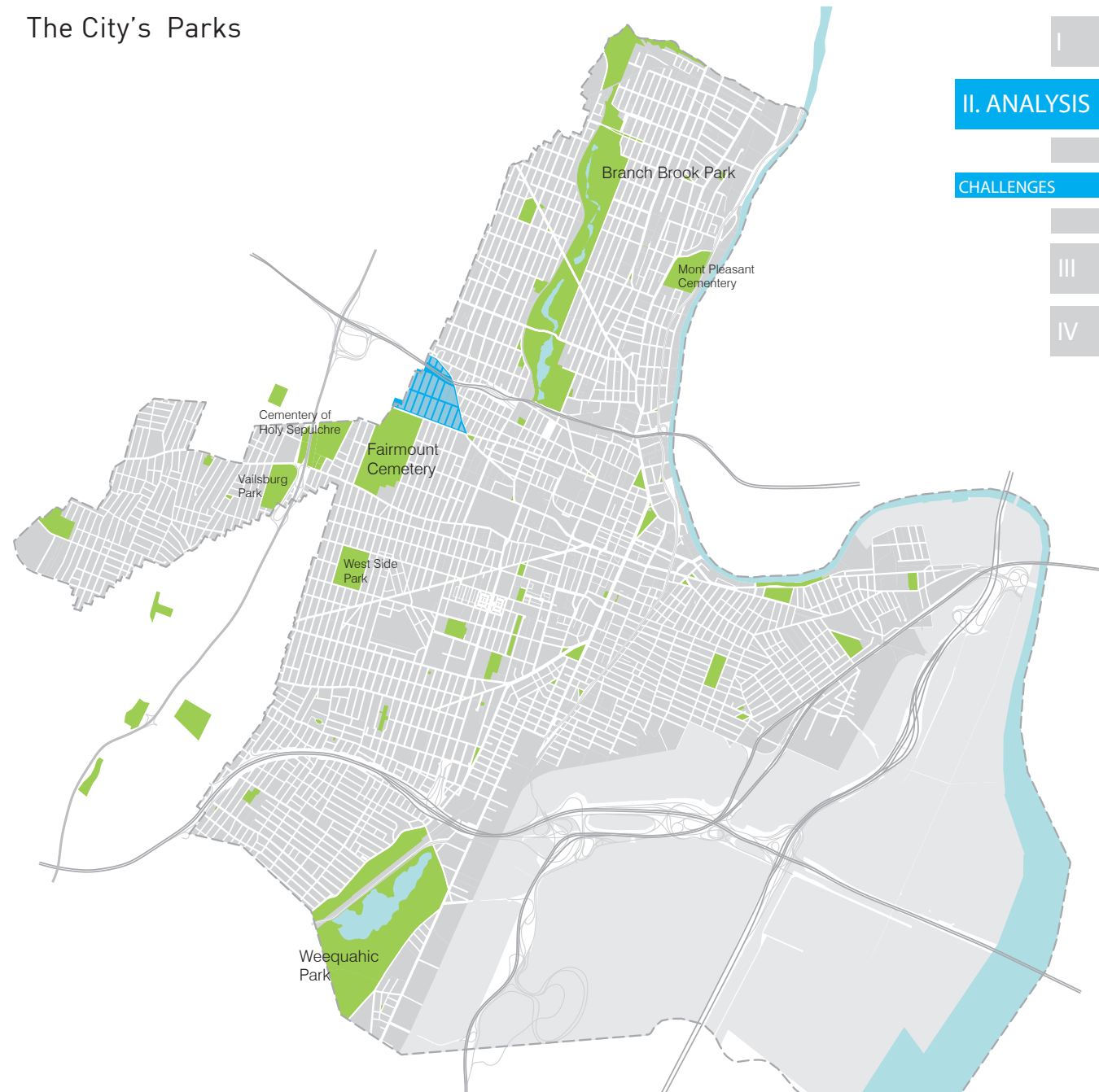
While there is a lot of vacancy, there are no quality open spaces. Newark has a wonderful network of parks, but Northern Fairmount Neighborhood is pretty far from this network.

Residents we spoke to regularly complained about the lack of parks in the study area. Residents expressed a desire for a playground, a basketball court, and more generally a place to relax and meet people.

However, if we conceive of cemeteries, in particular, Fairmount Cemetery, a large open space resource is just next door.



The City's Parks



II. ANALYSIS

CHALLENGES

CHALLENGES FACING THE NEIGHBORHOOD

This map was very revealing to us, as it showed us just how many broken, dilapidated fences there are in the study area. While this is indeed a fairly minor thing, the fences do do their part to undermine the visual appeal of some of the study area's streets.





CHALLENGES FACING THE NEIGHBORHOOD

Streetscaping is inadequate.

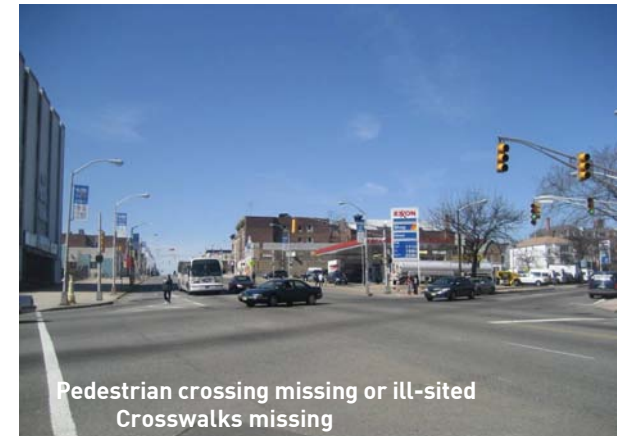
Sometimes, it feels like to be a pedestrian in the study area is to be a second-class citizen. Crosswalks are often missing, most “Don’t Walk” signs don’t work, and the sidewalks are, on average, in deplorable condition. Central Avenue between 12th Street and 16th Street feels like a highway (there are no traffic lights here) and the intersection of Central Avenue and West Market is extremely difficult to navigate on foot.



Sidewalks are crumbling



Crosswalk signs broken or missing



Pedestrian crossing missing or ill-sited
Crosswalks missing

NORTHERN FAIRMOUNT NEIGHBORHOOD

0 10 50 100 200 500 feet

Anti-Circulation

ROAD CONDITIONS

- Barely Passable
- Large Potholes
- Minor Bumps
- Clear Path



II. ANALYSIS

CHALLENGES

OUR RECOMMENDATIONS

OUR RECOMMENDATIONS

We think this plan should build on the neighborhood's assets to attract more residents and improve the overall quality of life for existing residents.. We will do this through "Westmarketing," "Educating," and "Catalyzing."

We recommend three primary actions:

Westmarketing, Educating, and Catalyzing.

"Westmarketing" is an advertising campaign that lets Newarkers know that neighborhood is a great place to live. "Educating" seeks to help existing residents and potential residents become homeowners by helping them make informed and responsible decisions regarding home purchases. "Catalyzing" uses design proposals and investments to increase the amenities and improve the physical environment of the neighborhood.

GUIDING PRINCIPLES

- Increase the population of the neighborhood
- Achieve higher levels of homeownership
- Activate ground-floor retail spaces on Central Avenue, and increase the number of residential units above
- Increase recreational opportunities in the neighborhood
- Improve streetscaping in the neighborhood
- Help make United Campus an important hub of community life
- Maintain mixed-use character of the neighborhood

WEST MARKETING

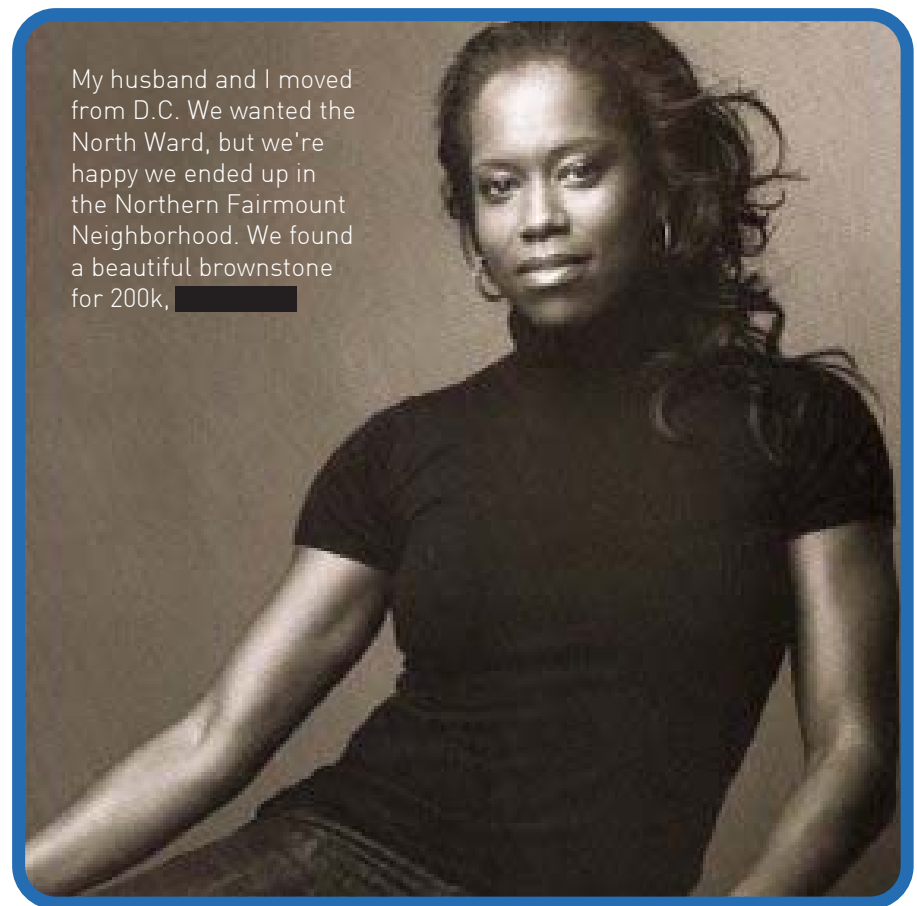
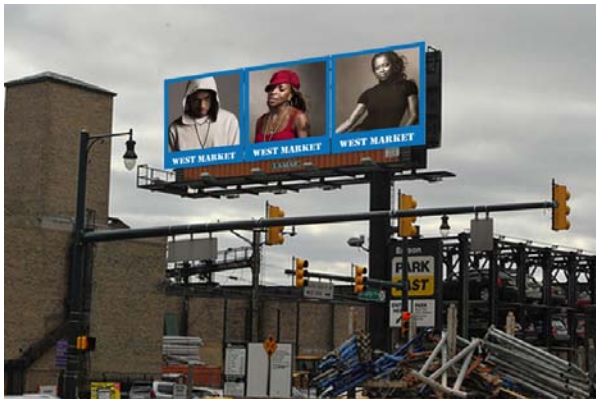
EDUCATING

CATALYZING

WEST MARKETING

The Northern Fairmount Neighborhood has many things going for it; too bad more Newarkers don't know that it's a great place to call home. Our first recommended action is to launch a marketing campaign that lets people know what the advantages are of living in West Market: affordability, great location, good housing stock.

We propose that the community use portraits of residents, simply and elegantly depicted, to get the word out. These portraits could be displayed on billboards, on buses, or even on youtube. The campaign should target people living in Newark.

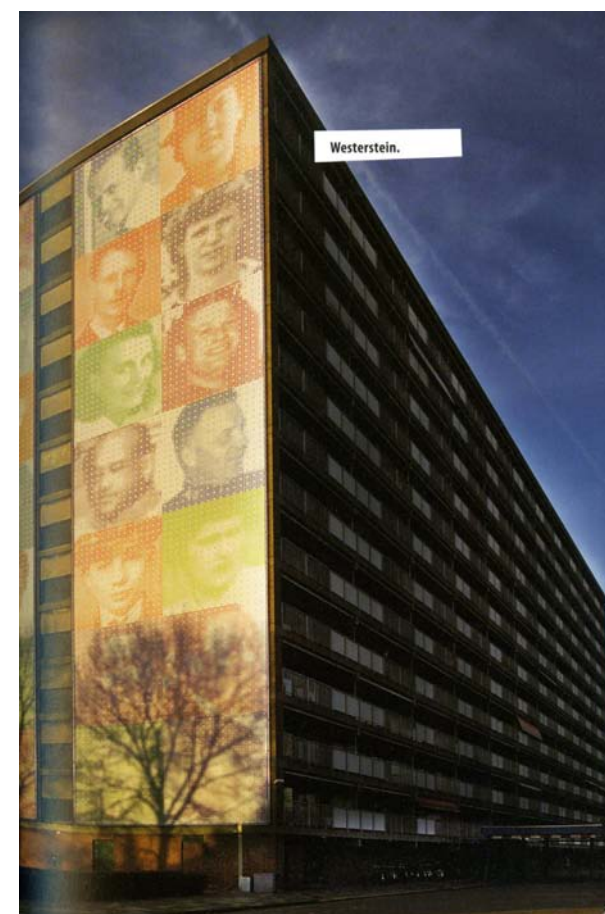
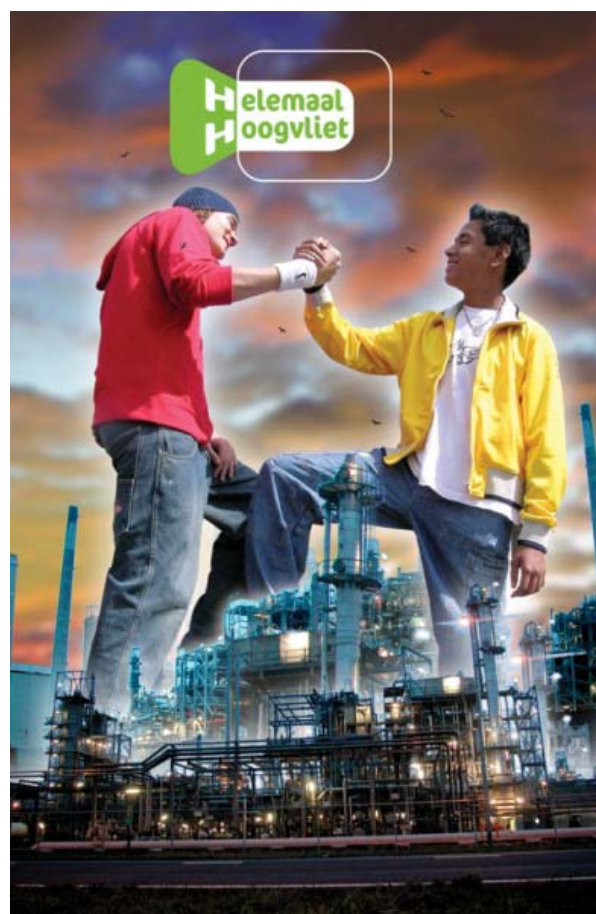




Precedent: “Helemal Hoogvielt”

A precedent is this image campaign in Hoogvliet, Holland targeted the negative public image of the district, changing its perception among residents and outsiders as part of the restructuring program. The campaign built on the existing assets of the neighborhood and used various tools such as murals showing residents’ portraits, wall paintings and advertising billboards to shape a new image of Hoogvliet.

Source: www.wimby.nl



While many Northern Fairmount residents don't have the resources to purchase a home, many do and don't know it. Non-profits such as Boston's Life / Vida Urbana offer an interesting model for educating residents about homebuying opportunities, predatory lending, and personal finance management. For example Life / Vida Urbana's Latinos Comprando Casa program is a homebuying course consisting of fifteen hours of classes and one-on-one counseling. Classes are offered in Spanish, and classes are held during evenings and weekends. In seven years, the program graduated over 450 potential homebuyers.

A similar non-profit could be set up in Northern Fairmount. Courses could offer:

- Collective negotiating with landlords
- A Homebuying Committee to create affordable ownership opportunities by buy collective purchase of homes
- Cultivation of alternative ownership opportunities such as Limited Equity Cooperatives and Limited Equity Condominiums
- Workshops on financial literacy to teach residents about predatory lending and credit and personal finance management



Life / Vida Urbana's Latinos Comprando Casa

Predatory lending can be avoided!

What makes a loan predatory?
 Predatory loans take advantage of borrowers with a variety of abusive practices. While some of the practices or features of a particular loan may be reasonable or legal in certain circumstances, predatory lenders use their advanced knowledge of the mortgage market to put borrowers who typically have less knowledge and sophistication about the mortgage market into loans that are designed to fail. Here are some of the methods used by predatory lenders:

- Targeting people of color, elderly, disabled people, and those with moderate-to-low incomes for high-cost loans when they could qualify for lower-cost loans.
- Charging excessive interest rates, higher fees, and adding unnecessary insurance.
- Issuing inflated appraisals to justify larger loan amounts.
- Changing loan costs and terms of the loan at the last minute, usually at the closing table.
- Ignoring a loan without considering a borrower's ability to repay.
- Convincing borrowers to refinance frequently without "shopping" the loan, without any real tangible benefit to the borrower. If it is, a reduction in interest rate or length of the loan.

Possible signs of a predatory loan

- "Guaranteed approval" regardless of borrower's financial status.
- The closing date is unreasonably extended.
- Inflated appraisal.
- Appraisal that doesn't match the comparative market analysis.
- Total bank and/or broker fees greater than 2% - 3% of the loan amount.
- Balloon payment (a lump sum due at the end of the term of the loan).
- Prepayment penalties that extend longer than 12-18 months.
- Loan approval is based on home equity rather than the borrower's ability to repay, income.
- Credit life insurance added to the loan and paid in one lump sum at closing.

Encourage your clients to shop around for a loan

Realtors® develop relationships of trust with their clients. You can help clients avoid predatory loans by telling them to shop for a loan and ask these important questions:

- What is the best interest rate today?
- Is the interest rate fixed or adjustable?
- What is the term/length of the loan?
- What are the fees for the loan?
- What is the total monthly payment, including taxes and insurance?
- Is there an application deposit? If so, what is it, and how much of it is refundable?
- Are there any pre-payment penalties? If so, what are they and for how long are they involved?

If the loan is an Adjustable Rate Mortgage (ARM):

- What is the interest rate?
- How long will that rate stay in effect?
- How often can the rate change?
- Does the interest rate increase if the borrower's payments are late?
- What is the interest payment caps (limits) each year, as well as over the life of the loan?
- Could the borrower qualify for the maximum interest rate permitted under the loan held loan?
- Can an adjustable-rate loan be converted (changed) to a fixed-rate without doing a new loan?

Other solutions Realtors® can use to avoid predatory lenders

- Share predatory lending "horror" stories with clients, Realtors®, and other housing professionals.
- Research lenders through the Better Business Bureau, confirm the length of time in business, and the lenders' membership in a reputable trade organization such as the Mortgage Bankers Association.
- Refuse to participate in fraudulent transactions.
- Encourage clients to make contracts subject to specific financing parameters.
- Encourage back-up offers.
- Encourage clients to refuse unnecessary contract extensions.
- Do a comparative market analysis and share it with your clients.
- Review the HUD-1 settlement statement before closing—a red flag should go up if you don't have it to review 24 hours before the closing.
- Report possible violations of professional standards to the Ohio Division of Commerce, the Ohio Attorney General's office, or any other appropriate governing bodies or licensing/regulating agencies.

“Catalyzing” uses two different strategies: temporary programs and permanent improvements.

We recognize that the community wants something to happen now; we propose using “temporary programs:” installations, gatherings, and amenities to simultaneously (1) bring other Newarkers to the neighborhood and (2) provide goods and services that will enhance what’s already there.

While the community is getting a “jump start” with a series of events that capture the imagination of Newark residents - or at least bring Newarkers to the neighborhood for a good time - the City can be working towards developing and implementing longer term investments.

Improvements include revising the zoning for the study area, fixing crumbling infrastructure, improving the neighborhood’s streetscape adding metered parking to Central Avenue, and developing initiatives to bring street trees and lighting along Central and Ninth Avenue, a farmers’ market along Ninth Avenue, and a neighborhood jogging path around the cemetery.

As a means to more easily implement projects, we recommend that the Northern Fairmount Neighborhood create a community development corporation. The Northern Fairmount Neighborhood CDC could take a leading role in neighborhood development projects and also actively pursue grants to improvement projects.

We propose two strategies to implement our vision

Events

Improvements



III. RECOMMENDATIONS

CATALYSING

IV

ZONING

OUR ZONING RECOMMENDATIONS

One way to improve the neighborhood is to use the City's traditional planning tools—such as zoning—to direct and shape new development. Our goals here are multiple:

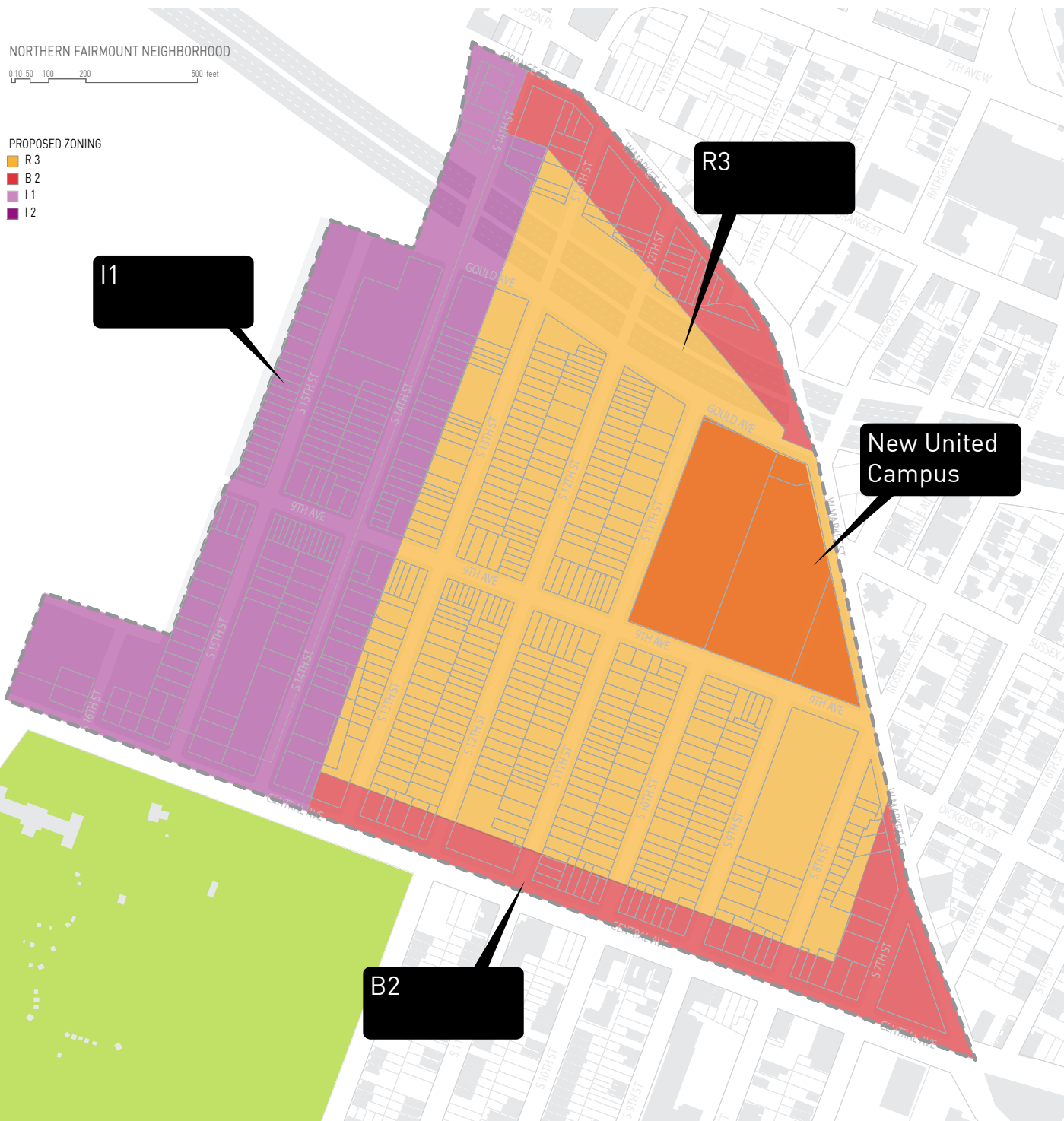
1. Encourage the diversity of housing types, including townhomes
2. Discourage the paving of front and rear yards.
3. Encourage street-wall continuity in both residential and commercial areas.
4. Encourage mixed use development along Central Avenue and in the western, more industrial area of the neighborhood
5. Maximize community benefit in the redevelopment of the hospital site”

NORTHERN FAIRMOUNT NEIGHBORHOOD

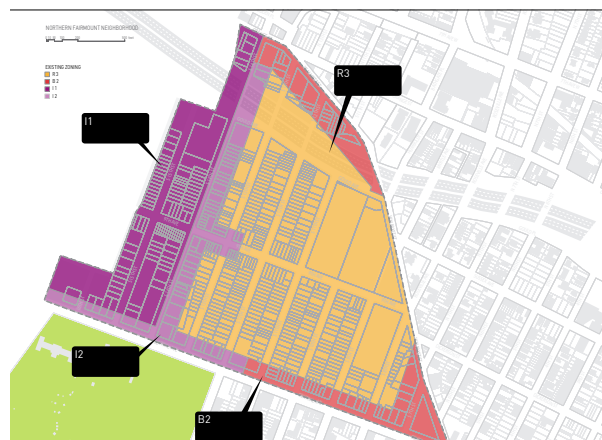
0 10 50 100 200 500 feet

PROPOSED ZONING

R 3
B 2
I 1
I 2



Existing Zoning



GENERAL OPINIONS ABOUT NEIGHBORHOOD ZONING

R3

It is our opinion that R3 is an appropriate zoning designation for the residential area of the West Market. In terms of allowable density, R3 reflects what is presently there, and can accommodate anticipated future development. R3 encompasses a variety of appropriate uses (Single-Family Detached Dwelling, Townhouse, Two- and Three-Family Dwellings, Multiple Dwellings, and most home-offices), and has reasonable height regulations (55 feet, 35 feet for Townhouses, One-Family Dwellings, Two-Family Dwellings, and Three-Family Dwellings).

However the R3 language should be adjusted to prohibit two widely-used, undesirable practices: paving rear yards so that they have 0% permeability, and creating small side-setbacks that create awkward, undesirable spaces between buildings. The first practice can be prohibited by changing the language so that at least 50% of rear yards are permeable. The second can be addressed by requiring new construction to share a party wall with adjacent buildings that are built with no side-yard setbacks.

Regarding R3's coverage, there is one anomaly: the corner of 9th Avenue and 13th Street, where the I1 zoning designation extends a block further east than it does in other parts of the neighborhood. Because I1 allows industrial, residential, and commercial, this has resulted in a handful of mixed-use buildings--a few delis and a takeout restaurant--that have proven controversial. On the one hand, like its attached rowhouses, stoops, two-way traffic, and street trees, these corner businesses help make 9th Avenue the sort of quaint, neighborhood feel that the young homeowners we are trying to attract to

the Northern Fairmount neighborhood are looking for. On the other hand, the drug-dealing, loitering, and gang activity that has been attributed to the corner retail is very serious and troubling, and every effort should be made to undermine it.

While it is true that the present businesses along 9th Avenue would be grandfathered by a zoning change, we think that this corner should nonetheless be changed from I1 to R3. In addition to potentially undermining the illicit activity described above, prohibiting zoning here could also strengthen the appeal of retail where we are trying to encourage it: along Central Avenue and further east on 9th Avenue, on the New United Campus.

B2

It is our opinion that the B2 zone is an appropriate zoning designation for the stretch of Central Avenue between 12th Street and 1st Street. B2 is correct in requiring buildings in this stretch to have retail uses, and in allowing mixed-use buildings. Central Avenue has the potential to be a classic retail street, a fact that is acknowledged by the use regulations of the B2 zone. However, when it comes to bulk regulations, we would argue that B2 could do more to encourage the sorts of street walls that help build the sorts of classic retail streets that the young homeowners we wish to attract find desirable. Many buildings on Central Avenue have set bad precedents by setting back 20 feet and by having no retail: why should these mistakes dictate (and undermine) future development on Central Avenue?

We also propose to extend the B2 designation along Central Avenue to midway between south 13th and south 14th Street, to mirror the R3 zone.

I1, I2

Opinions about the presence of industry in a predominantly residential neighborhood are varied. Some see that the industrial uses provide decent neighborhood jobs, are important to the city's economy, and put eyes on the street during the day. Some also note that some of the industrial tenants are longstanding tenants who have peacefully coexisted with the residents in the neighborhood for decades. Others feel that the positive things about the industrial uses are trumped by the noise and dirt they generate, and by the unattractiveness of the industrial buildings themselves. It also turns out that residential property values tend to lessen with proximity to the industrial uses.

It is our opinion that the I1 should remain, and that the I2 should be replaced with I1. The major difference between I1 and I2 is that residential is not permitted in I2. Our opinion is based on the fact that 1) residential exists in and has recently been built in I2 anyway, and 2) enabling residential in the industrial districts opens them to the live / work environments that can be found in neighborhoods like Williamsburg, Brooklyn. It is our opinion that this sort of environment is attractive to the young homeowners that we are trying to attract to the West Market. We imagine that many small-scale manufacturers, artisans, and artists would welcome an opportunity to have an industrial studio in the same building or on the same street as their residence. While zoning has been unsuccessful in ensuring that the neighborhood would attract the sort of small-scale industrial use that makes for a good neighbor, it is assumed that the likelihood of attracting such uses will increase with the betterment of the neighborhood.

ZONING: PRECEDENTS



Central Avenue Precedent: Bethesda, Maryland - first floor commercial, upper floors residential, open facades, trees, protecting green zone



9th Avenue Precedent: Neighborhood Housing, Brooklyn, NY



Industry Precedent: Curbside rain water collection (Beijing, China), workshop spaces open to sidewalk (Portland, OR)



Neighborhood Housing Precedent: Dwight Street Historic District, New Haven, CT



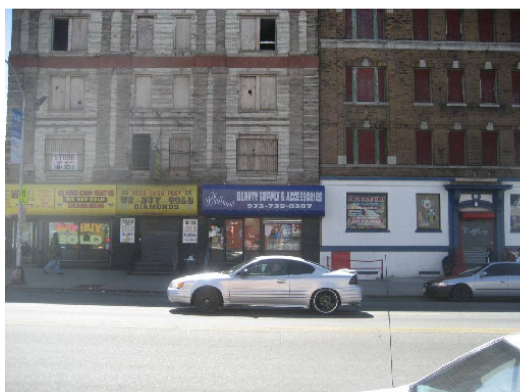
Missing crosswalks



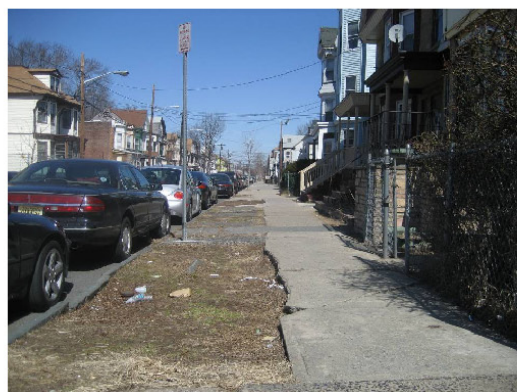
Broken "Don't Walk" signs



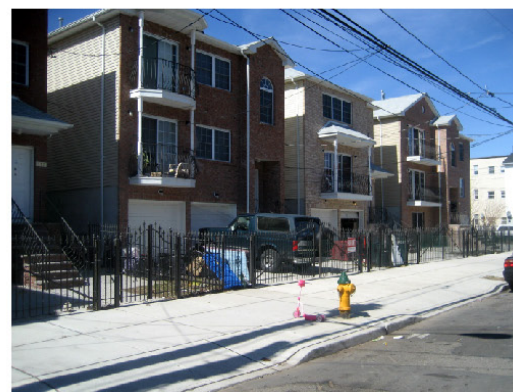
Non-mixed use buildings on Central



Upper-story vacancy



Poor sidewalks, generally bad streetscape



Too many driveways



Awkward spacing in-between buildings



Long, blank industrial walls



Compound feel of United Campus

R3:

A diverse housing mix that offers a variety of home-ownership and rental opportunities for long-term residents.

Permitted Uses

- Single Family Detached Dwellings
- Two- and three-family dwellings
- Townhouses
- Multiple dwellings
- Accessory buildings, including private garages
- Home occupations
- General practice by physicians, surgeons or dentists, limited to three (3) such physicians, surgeons or dentists per building, and where not more than one (1) name plate per physician, surgeon or dentist is used in connection with the professional use, which name plate shall not exceed one (1) square foot in area
- Parks and playgrounds owned and operated by the City of Newark or the Essex County Park Commission
- Public schools, elementary and high, and State-approved private schools, having curricula the same as ordinarily given in public schools, and not conducted for a profit, not to include nursery schools
- Churches of recognized creeds
- Publicly owned museums and libraries
- Nursery schools
- Eleemosynary or philanthropic institutions which are charitable or benevolent institutions providing relief or benevolent services to the community

Height

For townhouses, one-family dwellings, two-family dwellings, and three-family dwellings, the height of a building shall not exceed three (3) stories or thirty-five (35) feet

Front Yard Setback

The front setback of a new structure shall match the

shorter front setback of the two (2) closest principal buildings on each side of the project site on the same block frontage as the site.

Bay windows (with no wall section wider than six (6) feet), balconies, stoops, and porches are permitted to encroach into the front setback area.

When the block has no existing development to serve as the reference for the required setback, the front yard setback shall be six (6) feet.

Rear Yard Setback

the minimum allowable rear yard shall be twenty (20) feet.

Side Yard Setback

The side yard setback will be zero if the closest building on the adjacent lot has a zero setback from the common lot line and the new structure's wall can be built flush with the adjacent building's wall.

No side yard shall be of a distance between zero and three (3) feet.

Lot Coverage

No townhouse shall occupy more than seventy five (75%) percent of the lot area. No detached structure shall occupy more than fifty (50%) percent of the lot area.

Lot Size

For new lots created by subdivision for freestanding structures, the width of the lot shall not be less than thirty-five (35) feet and the total lot area shall not be less than three thousand five hundred (3,500) square feet. Lots for townhouses must be at least twenty (20) feet wide.

Lot Area per Family

For lots of two thousand five hundred (2,500) to three thousand two hundred (3,200) square feet, a maximum of three (3) dwelling units is permitted.

For lots of three thousand two hundred one (3,201)

to four thousand nine hundred ninety-nine (4,999) square feet, a maximum of three (3) dwelling units is permitted.

For lots of larger than five thousand (5,000) to six thousand (6,000) square feet, a maximum of four (4) dwelling units is permitted.

For lots larger than six thousand one (6,001) square feet, one (1) family shall be permitted on each floor for each one thousand two hundred (1,200) square feet of lot area, except that this regulation shall not apply to large scale developments on a lot, or a series of adjacent lots measuring, in the aggregate, two (2) acres or more, nor shall it apply to townhouses.

Transparency

For the primary front facade a minimum of thirty (30%) percent of the wall area shall be devoted to transparent windows or doorway areas.

For street facing side or rear walls of structures on corner lots or through lots, a minimum of twenty (20%) percent of the wall area shall be devoted to transparent windows or doorway areas.

For non-street facing walls, the greater of a minimum of ten (10%) percent of wall area or the maximum amount allowed by construction code shall be devoted to transparent windows or doorway areas.

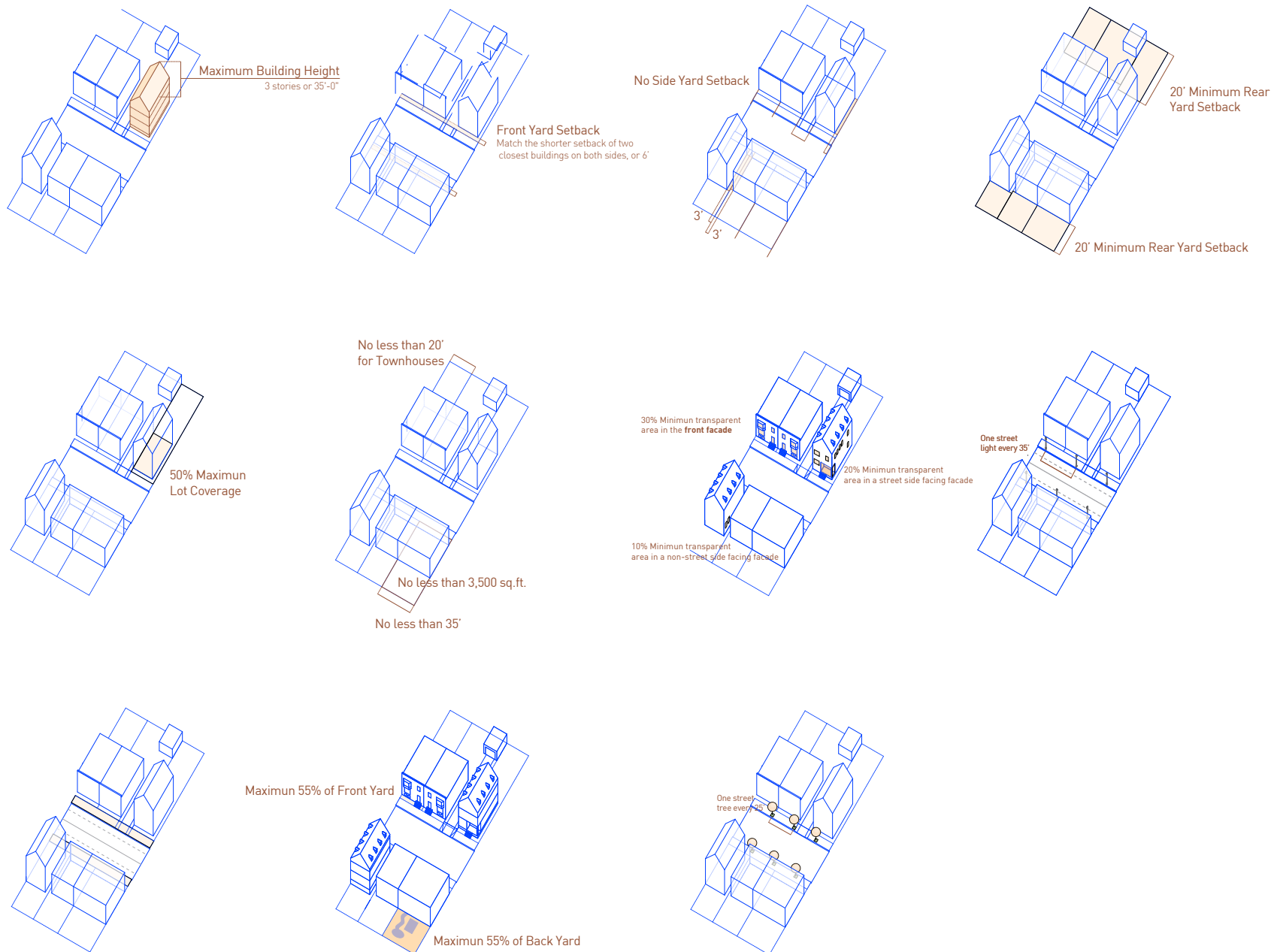
Impervious Surface

Maximum of fifty-five (55%) percent of front yard lot area. Maximum of fifty (55%) percent of rear yard lot area.

Only one (1) driveway area shall be permitted in the front yard.

Off-Street Parking

Parking shall not be required of any home in the R3.



B2

A pedestrian friendly, mixed-use shopping street that caters to the neighborhood's retail needs.

Uses

Any use is permitted, except for any kind of manufacture, assembling, or treatment other than the manufacture or treatment of products clearly incidental to the conduct of a retail business conducted on the premises. Acceptable retail uses include (but are not limited to) bakeries, banks, barbershops and beauty parlors, grocery stores, Laundromats, pharmacies, and restaurants. Residential uses are permitted, provided that the ground floor of the building is used for retail.

Retail on ground floor

For new construction along a commercial row defined in the Zoning Ordinance, the front of the ground floor of the structure (in an area at least forty (40) feet deep with at least five hundred (500) square feet) shall be constructed and used as commercial or live/work business area containing use permitted in this district. Entrance lobbies to residential portions of the same structure are also permitted in the front of the ground floor.

Residential Above

Residential units must be built into the upper floors of all buildings

Height

No building shall exceed five (5) stories or fifty-five (55) feet in height

Front Yard Setback

The front setback of a new structure shall be zero.

Side Yard Setback

The side yard setback will be zero if the closest building on the adjacent lot has a zero setback from the common lot line and the new structure's wall can be built flush with the adjacent building's wall.

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Driveway

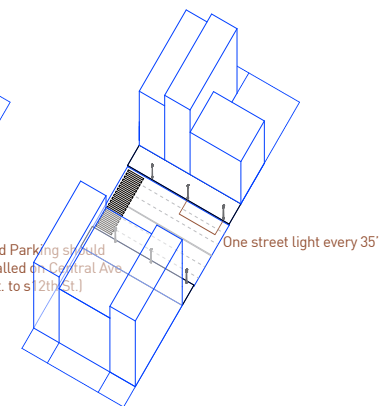
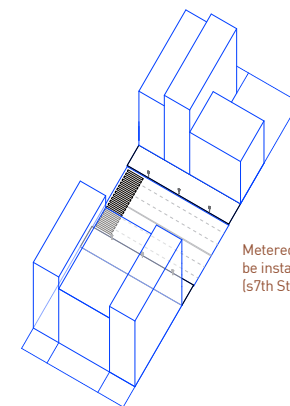
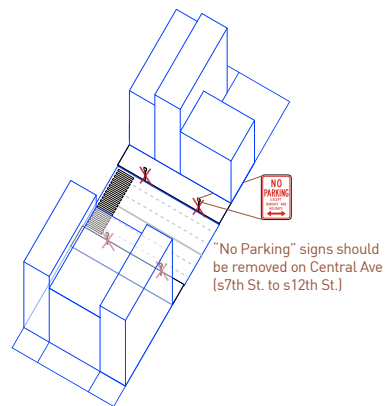
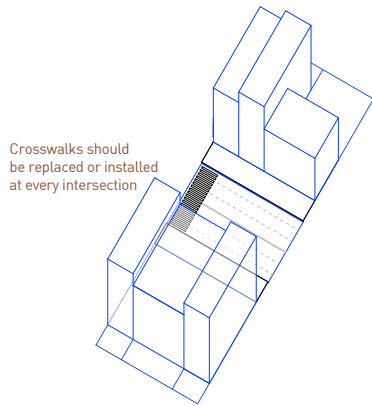
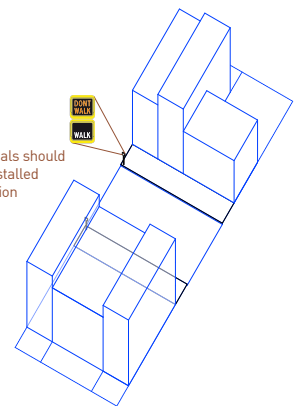
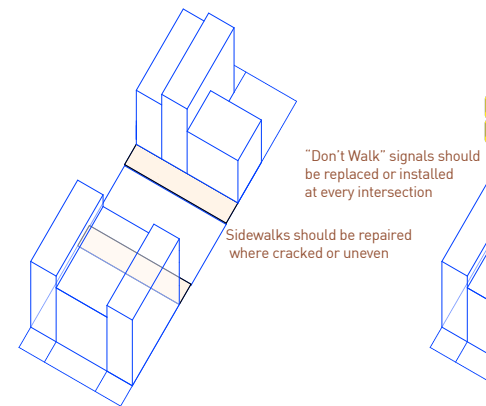
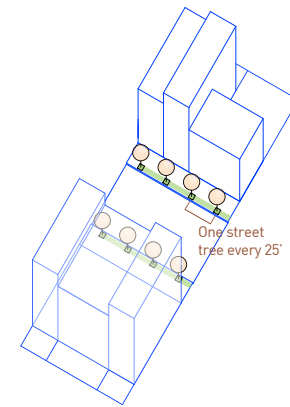
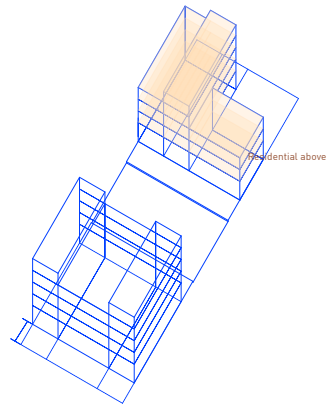
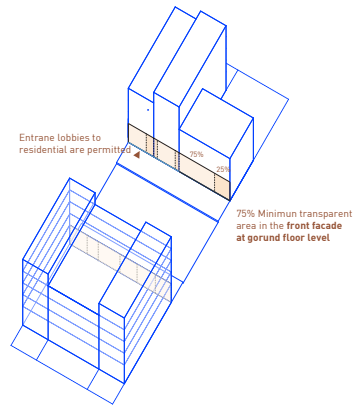
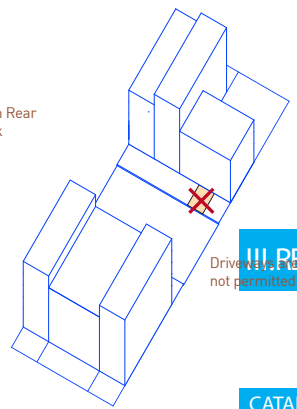
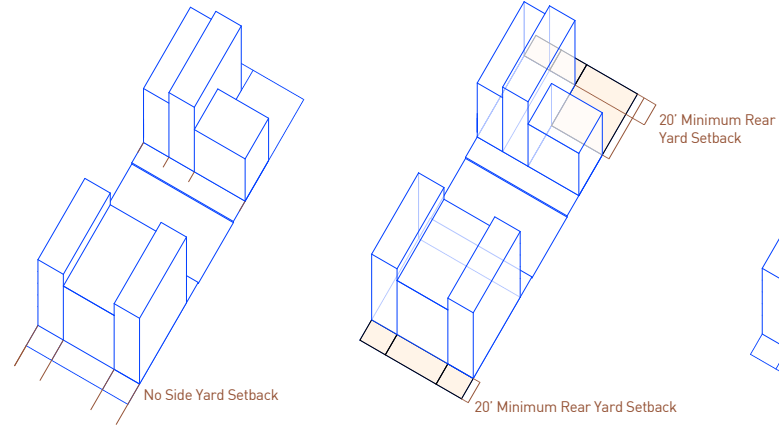
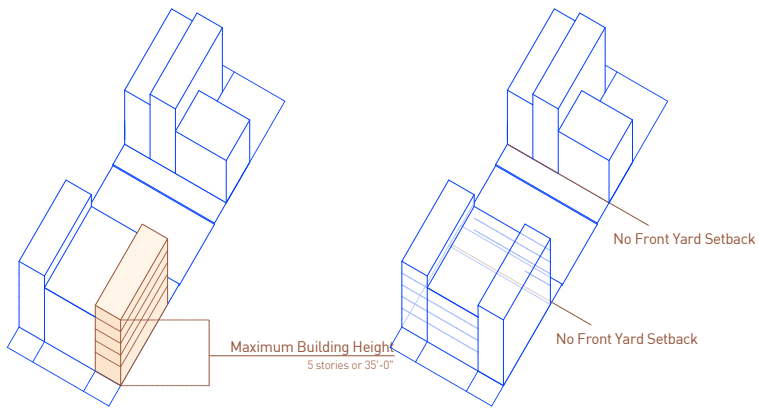
Driveways are not permitted in the B2.

Percent Transparent

For the first floor facade measured from grade to the ceiling height of that first floor of buildings on commercial rows and for commercial spaces, the minimum required area of wall devoted to transparent windows or doorway areas is seventy-five (75%) percent. Additionally, any security gates, grills, or roll-down barricades shall have a minimum transparency of seventy-five (75%) percent.

Parking

No off-street parking is required in the B2.



I1

A friendlier, more neighborly industrial zone that puts trees, light, and eyes on the street.

Permitted Uses

A building or premises may be used for any purpose, except any trade, industry or use that is noxious or offensive by reason of the emission of odor, dust, fumes, vapor, smoke or noise.

Height

No building in this district shall exceed thirty-five (35) feet in height or three (3) stories

Front Yard Setback

The front setback of a new structure shall match the shorter front setback of the two (2) closest principal buildings on each side of the project site on the same block frontage as the site.

When the block has no existing development to serve as the reference for the required setback, the front yard setback shall be six (6) feet.

For corner lots, the following special setback requirements apply to the street frontages of the two (2) intersecting streets: One of the setbacks of a new structure shall match the lesser front setback of the closest principal building on that block and on that street frontage.

The other frontage's setback shall be six (6) feet or less.

Lot Size

For new lots created by subdivision for freestanding structures, the width of the lot shall not be less than thirty-five (35) feet and the total lot area shall not be less than three thousand five

hundred (3,500) square feet. Lots for townhouses must be at least twenty (20) feet wide.

Lot Area per Family

For lots of two thousand five hundred (2,500) to three thousand two hundred (3,200) square feet, a maximum of three (3) dwelling units is permitted.

For lots of three thousand two hundred one (3,201) to four thousand nine hundred ninety-nine (4,999) square feet, a maximum of three (3) dwelling units is permitted.

For lots of larger than five thousand (5,000) to six thousand (6,000) square feet, a maximum of four (4) dwelling units is permitted.

For lots larger than six thousand one (6,001) square feet, one (1) family shall be permitted on each floor for each one thousand two hundred (1,200) square feet of lot area, except that this regulation shall not apply to large scale developments on a lot, or a series of adjacent lots measuring, in the aggregate, two (2) acres or more, nor shall it apply to townhouses.

Rear Yard Setback

the minimum allowable rear yard shall be twenty (20) feet.

Impervious Surface

Maximum of fifty-five (55%) percent of front yard lot area.

Maximum of fifty (55%) percent of rear yard lot area.

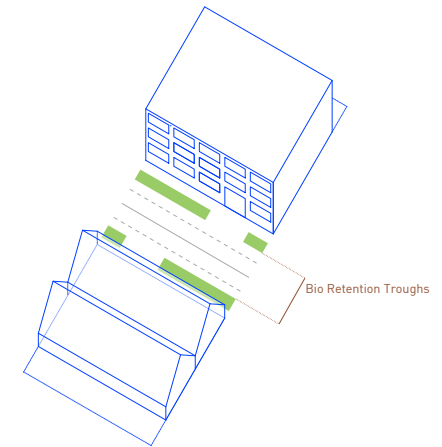
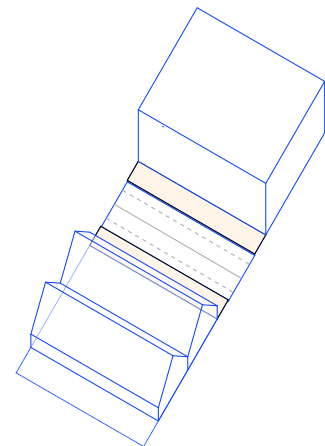
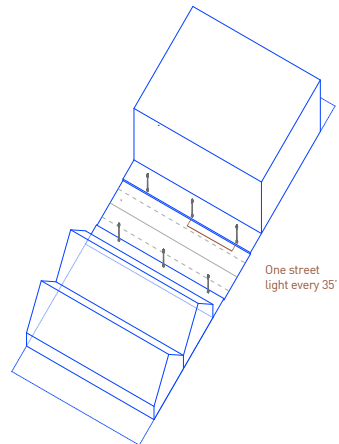
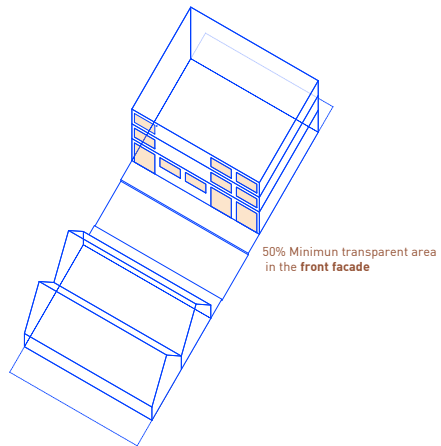
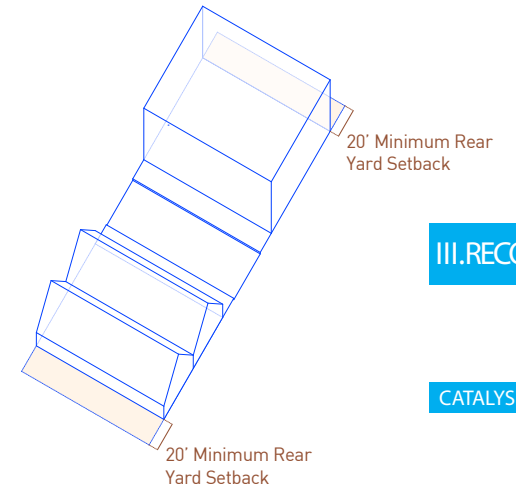
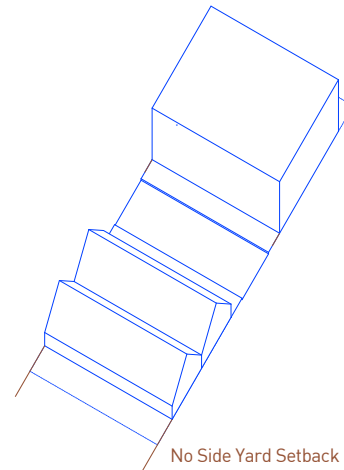
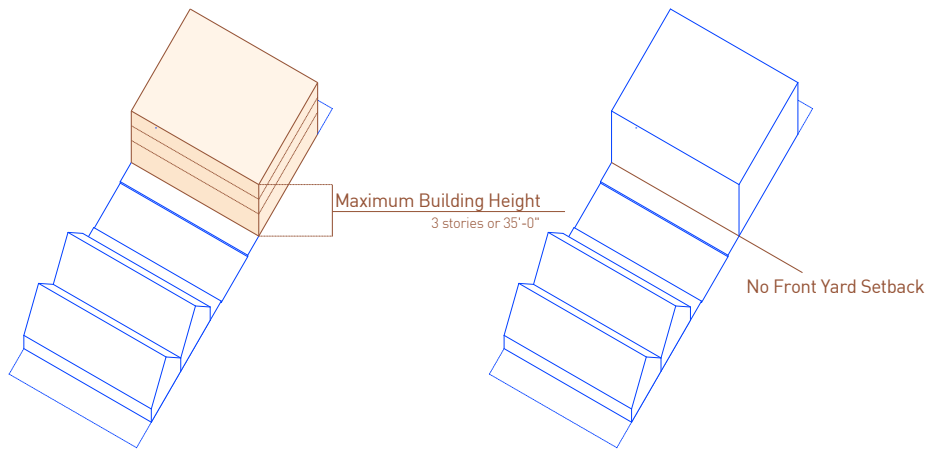
Only one (1) driveway area shall be permitted in the front yard.

Percent Transparent

For the primary front facade a minimum of fifty (50%) percent of the wall area shall be devoted to transparent windows or doorway areas.

For street facing side or rear walls of structures on corner lots or through lots, a minimum of twenty (20%) percent of the wall area shall be devoted to transparent windows or doorway areas.

For non-street facing walls, the greater of a minimum of ten (10%) percent of wall area or the maximum amount allowed by construction code shall be devoted to transparent windows or doorway area



III. RECOMMENDATIONS

CATALYSING

New United P.U.D.

A community node that contributes to the life of the neighborhood

These regulations are meant to encourage mixed-use development, including—but not limited to—hospital purposes, medical office purposes and purposes accessory thereto, retail, residential, and hotel.

More generally, these regulations are meant to ensure that the redevelopment of the United Hospital Campus is done in a way that maximizes its contribution to the Northern Fairmount neighborhood. This includes encouraging a mixture of uses, but also requiring the development to activate 9th Avenue, South 9th Street, West Market Street, and South 11th Street with multiple entryways and access points, ground-level retail (where appropriate) and an attractive, landscaped, pedestrian-friendly environment.

By all accounts, the closing of the United Hospital affected the Northern Fairmount neighborhood negatively. Aside from the fact that many good jobs were lost, with fewer patients, doctors, nurses, staff, and visitors in the neighborhood on a day-to-day basis, business-owners and residents were confronted with fewer patrons and fewer eyes on the street.

For these reasons, and for the reason that the New United Campus is one of the larger development sites in the city that has excellent regional access and could attract more regional uses, its redevelopment is critical for the future success of both the neighborhood and the city.

The New United Corp. has some very ambitious plans for the site. The plans call for an adult continuing care retirement facility, “first steps” services for

children, daycare expansion, retail, a boutique hotel, and new residential construction on the north and south parking lots.

General Design Guidelines

All measures should be taken to remove the “compound” feel of the site, especially by activating the 9th Avenue side of the New United Campus with retail. Retail should be incorporated into the ground-level of buildings along this street (ground-level retail is already a component of the plans for the Compass Building), and the small, ten foot setbacks should be landscaped with lawn and shrubs (except for necessary walkways and driveways). Each retail establishment should each have its own, separate door, which should be accessible from the sidewalk. Things that break up the street wall, such as parking lots, should be discouraged, as should fences, which only contribute to the “compound” feel that we are trying to avoid.

Uses

A building or premises may be used for any purpose, except any trade, industry or use that is noxious or offensive by reason of the emission of odor, dust, fumes, vapor, smoke or noise.

Height

No principal or accessory buildings or structures shall exceed a height of twelve (12) stories nor shall they exceed a height of two hundred (200) feet provided that such building or structures are on a site of at least four (4) contiguous acres and provided that the site coverage by buildings over five (5) stories or fifty-five (55) feet in height does not exceed twenty-five (25%) percent of the site area. Buildings or structures on a site of less than four (4) contiguous acres shall not exceed a height of five (5) stories or fifty-five (55) feet.

Front Yard Setback

For sites of at least four (4) contiguous acres, new buildings shall be set back a minimum of ten (10)

feet from the street line of public streets with the required set back area landscaped with lawn and shrubs except for necessary walkways and driveways. However, where buildings or portions of buildings are five (5) stories or less in height, no setback from the street line shall be required for such buildings or portions of buildings.

Sites less than four (4) contiguous acres
For sites of less than four (4) contiguous acres, the minimum front, side and rear yards for buildings shall be the same as required in the Third Residential District.

Continuous streetwall (9th avenue)

The entire building façade must abut front property lines or be located within [10] feet of the property line

Primary Entrances (9th Avenue)

Buildings must have a primary entrance door facing a public sidewalk.

Percent Transparent (9th Avenue)

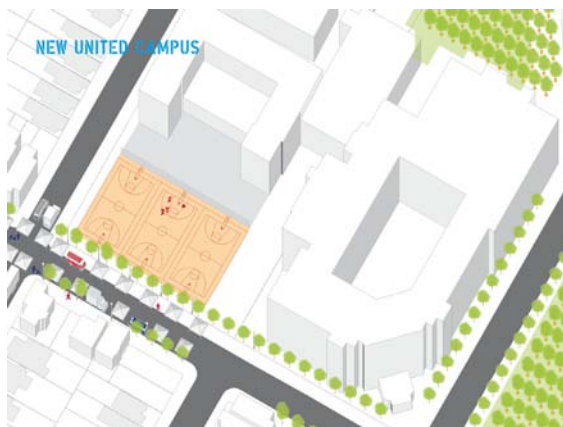
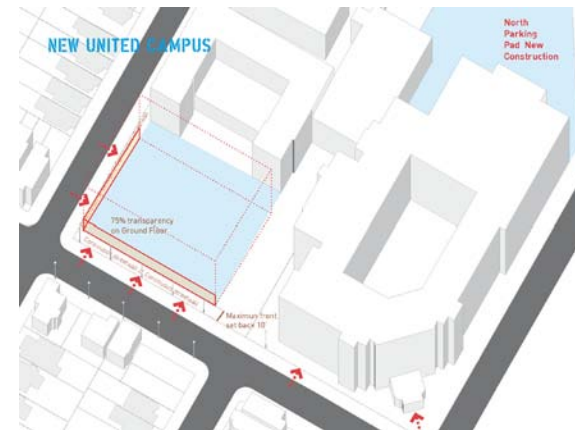
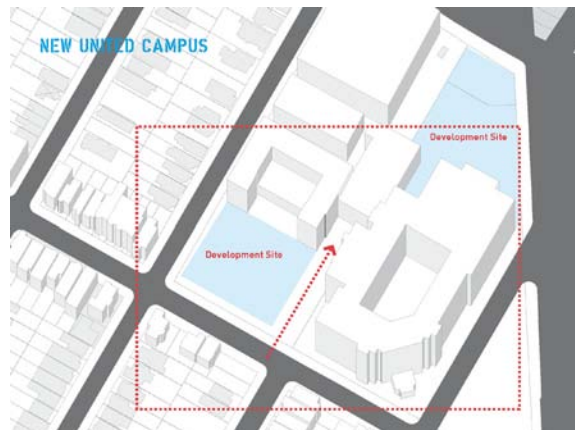
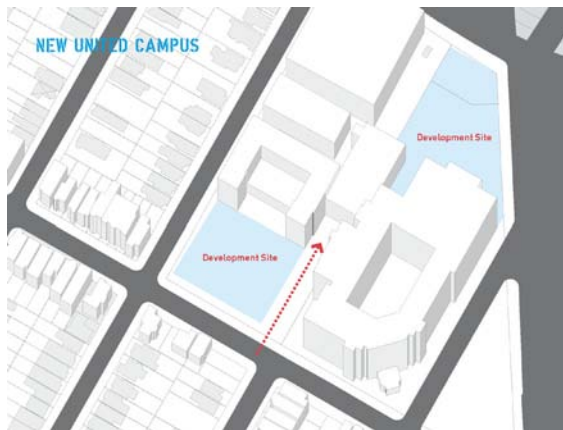
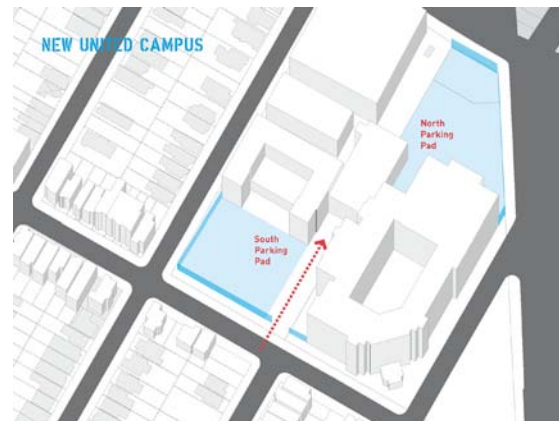
A minimum of 75 percent of the street-facing building façade between two feet and eight feet in height must be comprised of clear windows that allow views of indoor space or product display areas.

Off-Street Parking

Off-street parking spaces must be located to the rear of the principal building or otherwise screened so as to not be visible from public right-of-way or residential zoning districts.

Fence

The use of fencing around the perimeter of the campus is strongly discouraged.



IMPROVEMENT: STREET TREES

In terms of improvements, we advise making Central Avenue and Ninth Avenue a focus. The City can lead in concentrating these efforts by initiating streetscape improvements along these corridors. Because these two streets are very different in character, we propose that each street have its own street tree.

Central Avenue should have a tree that works at a large scale and whose foliage doesn't hinder drivers from seeing the signage of ground floor stores. Additionally, Central Avenue could also have a distinct pole whose shape and materials could help define the corridor.

Ninth Avenue already has some older growth trees. The street tree selected for this road should work symbiotically with the existing trees. Given the street's residential feel, a deciduous tree with dense foliage would be preferable.

Another improvement we recommend is the proposed "Fairmount Jogging Path," a rubberized jogging path that is located on the City-controlled sidewalks surrounding the cemetery. As it is located next to a large green space, the jogging path will have views of grass and trees. Perhaps more importantly, because the path encircles one superblock with only a couple of entrances, neighborhood residents can walk, jog, bike, and rollerblade without having to cross vehicular traffic! The Evergreen Cemetery Jogging path in East LA, a low-income Latino neighborhood with almost no parks, represents an interesting and inspiring precedent.



IMPROVEMENT: STREET LIGHT

We recommend that both Central Avenue and Ninth Avenue get new lighting. Like the street tree recommendations, the lighting of each street could build upon the unique character of each road.



IMPROVEMENT: JOGGING PATH

EVERGREEN JOGGING PATH

The Latino Urban Forum and residents of Boyle Heights create the Evergreen Cemetery Jogging Path to promote a safe, pedestrian friendly environment

Evergreen Cemetery Jogging Path was created by residents and members of the Latino Urban Forum. What start out as a campaign to fix the sidewalks and cracks turned into a major infrastructure improvement for residents in East Los Angeles. The Evergreen Jogging Path Coalition worked extensively with city officials to make capital improvements for an area that the community was using as a jogging path. The EJPC was successful in reaching its goal and eventually replaced cracked sidewalks with 1.5 miles of continuous, rubberized jogging path surrounding the Evergreen Cemetery, a landmark situated in the center of the community. Community organizing efforts began in 2002 and the path was dedicated in June 2003.

Background: Boyle Heights, California is a small, densely populated urban community east of downtown Los Angeles. The 91,000 residents of Boyle Heights (US Census, 2000) are predominantly Spanish-speaking / bilingual with about three-quarters of residents born outside of the United States, of Mexican descent or from other Latin American countries (LA Department of City Planning). The median income for residents of Boyle Heights is just under \$21,500 (US Census, 2000). Boyle Heights is a California State Enterprise Zone, is designated as a Federal Empowerment Zone and is within a City of Los Angeles Redevelopment zone.

Description: The Evergreen Cemetery provided a

convenient location for residents to walk and jog within their community; however, its sidewalks were cracked and broken, with the EJPC documenting holes in the sidewalk measuring 'half a foot deep or more', 'root systems that have caused the sidewalk to buckle' 'a foot gully' caused by weeds and erosion, trash strewn along adjacent dirt paths, and 'few pedestrian crosswalks' or traffic stops on perimeter streets to protect the pedestrians that were using the space.

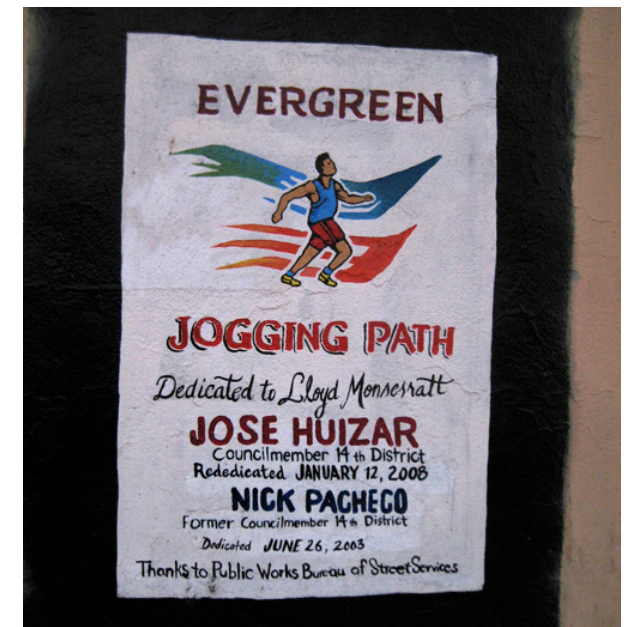
Through the organizing efforts of the Evergreen Jogging Path Coalition, community members and the volunteer organization approached city council member, Nick Pacheco with a clear statement about the problems and their proposed solutions. The council member was instrumental in getting \$800,000 to the Boyle Heights community to replace the cracked and broken sidewalks with continuous, rubberized jogging path that would be safe and comfortable for pedestrians and joggers.

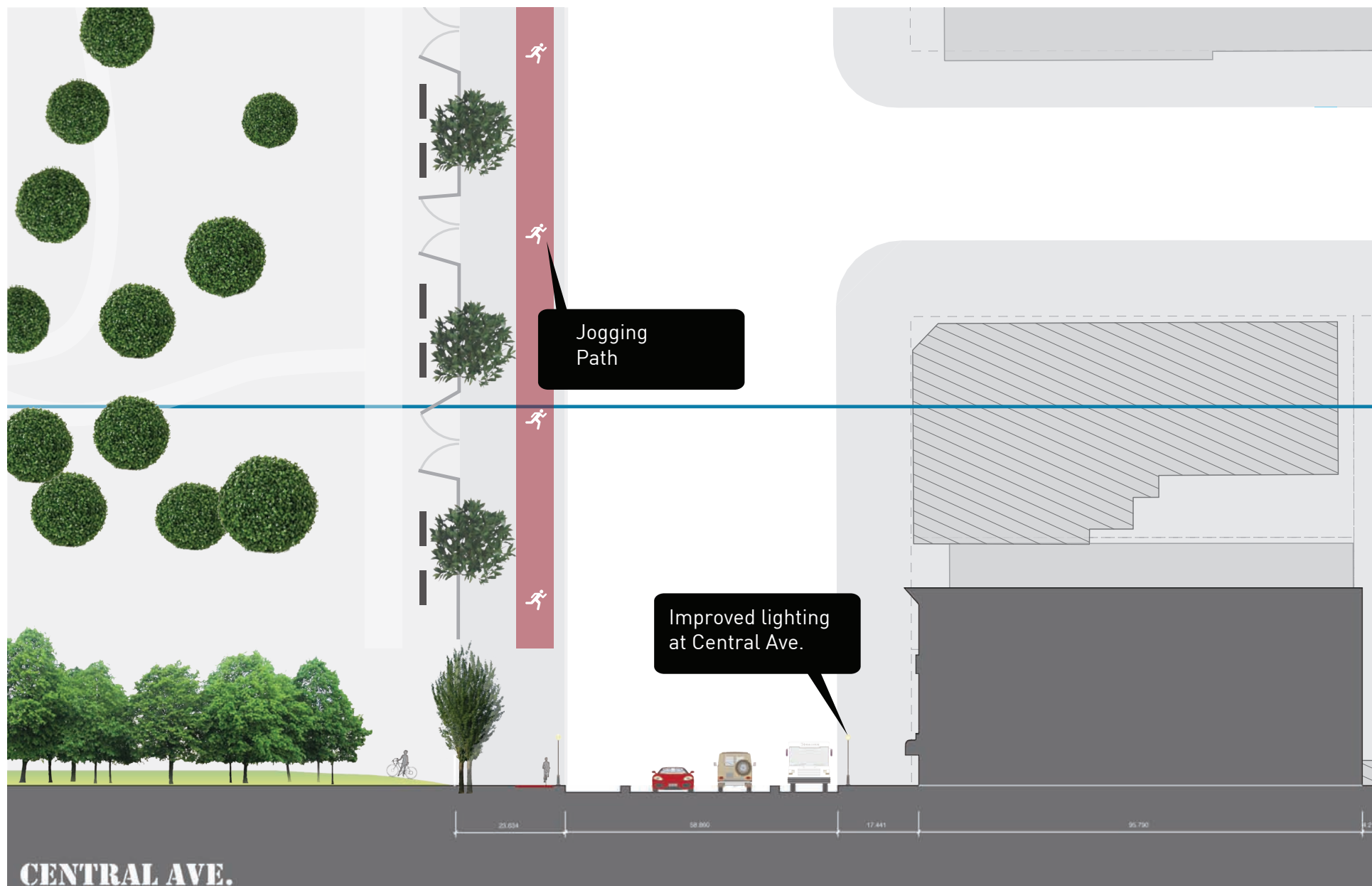
Key Players: The Evergreen Jogging Path Coalition, including Diana Terrango, Nadine Diaz and Ullyses Sanchez, active and dedicated residents of Boyle Heights provided the people-power to collect data, conduct meetings and meet with Los Angeles City council member Nick Pacheco, who helped raise the funds to carry the project through. Now that the path is built, the Metropolitan Transit Authority, the city council and residents provide in-kind resources and money to support the upkeep and maintenance of the path.

Outcomes: The efforts of the EJPC demonstrate that sidewalks can be used for recreation. Although James Rojas, Co-Founder of the Latino Urban Forum says conducting formal "observational studies of activity on the jogging

path would be great, there's just no money to do it". What is clear to Rojas is that walking has increased from about 200/ day in the area to well over 1000 people per day using the path for jogging, walking and socializing. Importantly, he says, this effort "improves a place to exercise and socialize, in their community. It gives the residents a stronger sense of identity and a real sense of pride—now everyone points it out." Once every two months, community members come together for a regularly scheduled clean-up day around the path. The community members' clean-up efforts are complemented through funding from the City Council and the Metropolitan Transit Authority (MTA) who provide money and time, including personnel, trash bags and brooms.

The Evergreen Cemetery Jogging Path illustrates how the Latino Community is using and redefining urban space in its communities.





CENTRAL AVE.

EVENT: TREE NURSERY

New United Corp. has ambitious plans to redevelop the site and this redevelopment is critical to making the neighborhood a better place. However, it will take many years before these plans are completed in their entirety. We suggest that New United Corp. “green” its prominent and (temporarily) vacant sites along West Market to create a neighborhood amenity. We propose that the NUC, working with a neighborhood CDC, a local high school, City Planning, and the Parks Department use these odd triangular sites along West Market could potentially become unified, creating a continuous “green” edge—a landscape version of the traditional street-wall—along this major thoroughfare. Imagine if your first impression of Fairmount was of driving through a field of trees!

The tree grown on these sites could then be be used in the neighborhood, in particular, they could be used as the street trees on Central and Ninth Avenues. In this way, future improvements would be immediately visible, creating “facts on the ground” that things are happening in the Fairmount neighborhood. Trees and plants could also be sold to the public, perhaps just on Sundays, so that residents from elsewhere in the City would be magnetized to the neighborhood.



▲ Lent Space // Interboro // Canal St // Manhattan, NYC

NORTHERN FAIRMOUNT NEIGHBORHOOD
0 1 5 10 20 50 feet

Event
Green



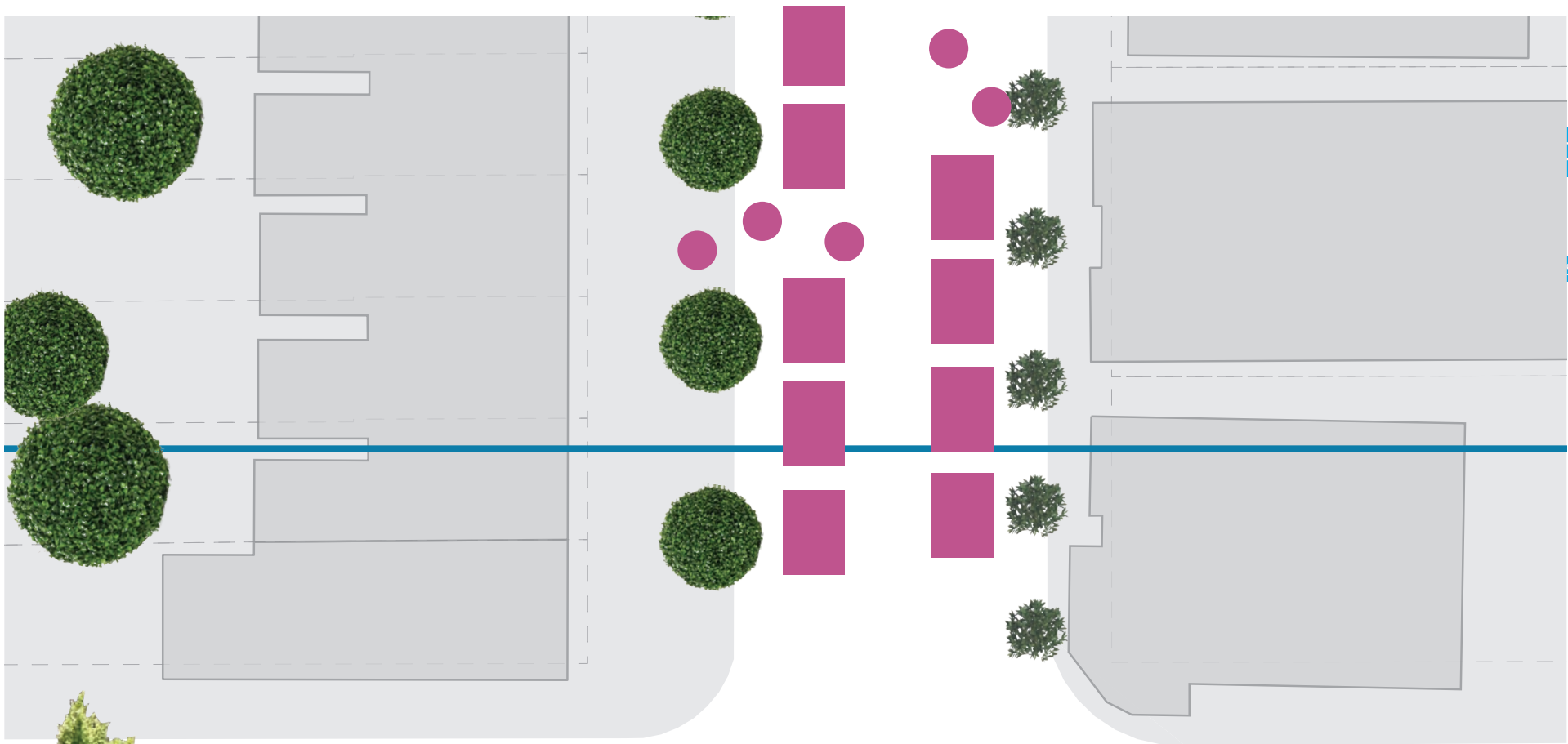


EVENT: FARMER'S MARKET

In addition to making streetscaping improvements to Central and Ninth Avenues, additional programmatic uses should be brought to these corridors. These uses will provide valuable amenities to residents but also can potentially bring other Newarkers to the neighborhood for leisure and shopping.

On Ninth Avenue, we propose that the City, NUC, and the neighborhood CDC work to bring fresh food to North Fairmount. Many residents have complained about the lack of a good supermarket in the area. A weekly farmer's market would provide a healthy food and a temporary outdoor community gathering place for the neighborhood. Adjacent communities could also take advantage of this amenity, bringing the northern Fairmount neighborhood in the spotlight. The market could grow incrementally from East to West. The timing of the market could coincide with the days that the tree nursery is open.









NEWARK'S ECONOMIC DEVELOPMENT CATALYST

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WELCOME TO NEWARK, NJ

ABOUT THE PROGRAM

BCDC's Farmers Market Initiative, one component of the Newark Fresh Foods Program, uniquely expands access to locally grown fresh food for Newark residents while supporting farmers within our region. In partnership with the City of Newark's Family Success Centers and Bank of America, BCDC hosts one farmer per month at one of ten Family Success Centers. From June through October 2009, Newark residents can visit 10 locations throughout the City.

Participating Farmers will accept Food Stamps. Select Farmers will accept WIC Farmers Market and Seniors' Vouchers. Discounts may be available at checkout, courtesy of BCDC.

SCHEDULE

WEDNESDAYS
2PM - 6PM
6|10 **7|8** 8|12
9|9 10|7

BRICK CITY URBAN FARMS
with **SETH BOYDEN**
755 Frelinghuysen Avenue

WEDNESDAYS
2PM - 6PM
6|17 **7|15** 8|19

BRICK CITY URBAN FARMS
with **NEWARK EMERGENCY SERVICES FOR FAMILIES**



IN PARTNERSHIP WITH



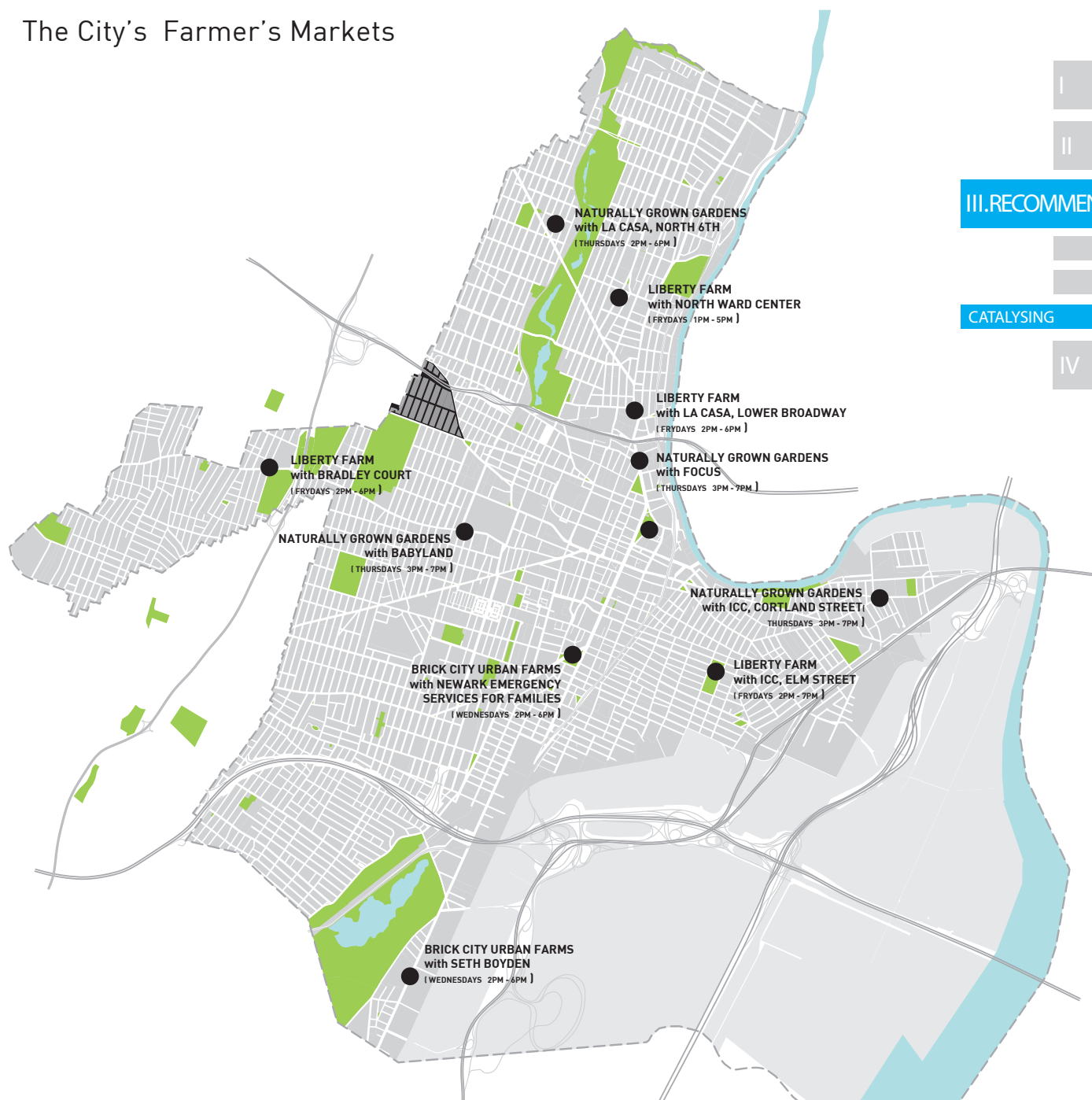
PRESENTS THE NEWARK FRESH FOOD PROGRAM:

FARMERS MARKET INITIATIVE

JUNE - OCTOBER 2009

Improving access to nutritious, affordable food for Newark residents.

The City's Farmer's Markets



III. RECOMMENDATIONS

CATALYSING

IV

EVENT: BBALL & CONCERTS

NUC has very generously sponsored a variety of community programs within the hospital campus. Building on its role as a community leader, NUC could partner with community groups and public agencies to host temporary recreational and cultural programs. These programs could aim at providing better amenities for neighborhood residents (of a range of ages) and at drawing Newarkers to the area. We've identified two opportunities to further explore: movies and concerts on the roof of the parking deck and a basketball tournament on the southern most portion of the parking lot.

Screening movies or hosting jazz (or hip-hop) concerts on top of the parking deck roof could make the northern Fairmount neighborhood a cool destination for Newarkers. It would also make the



▲ Rooftop films // Brooklyn // NYC

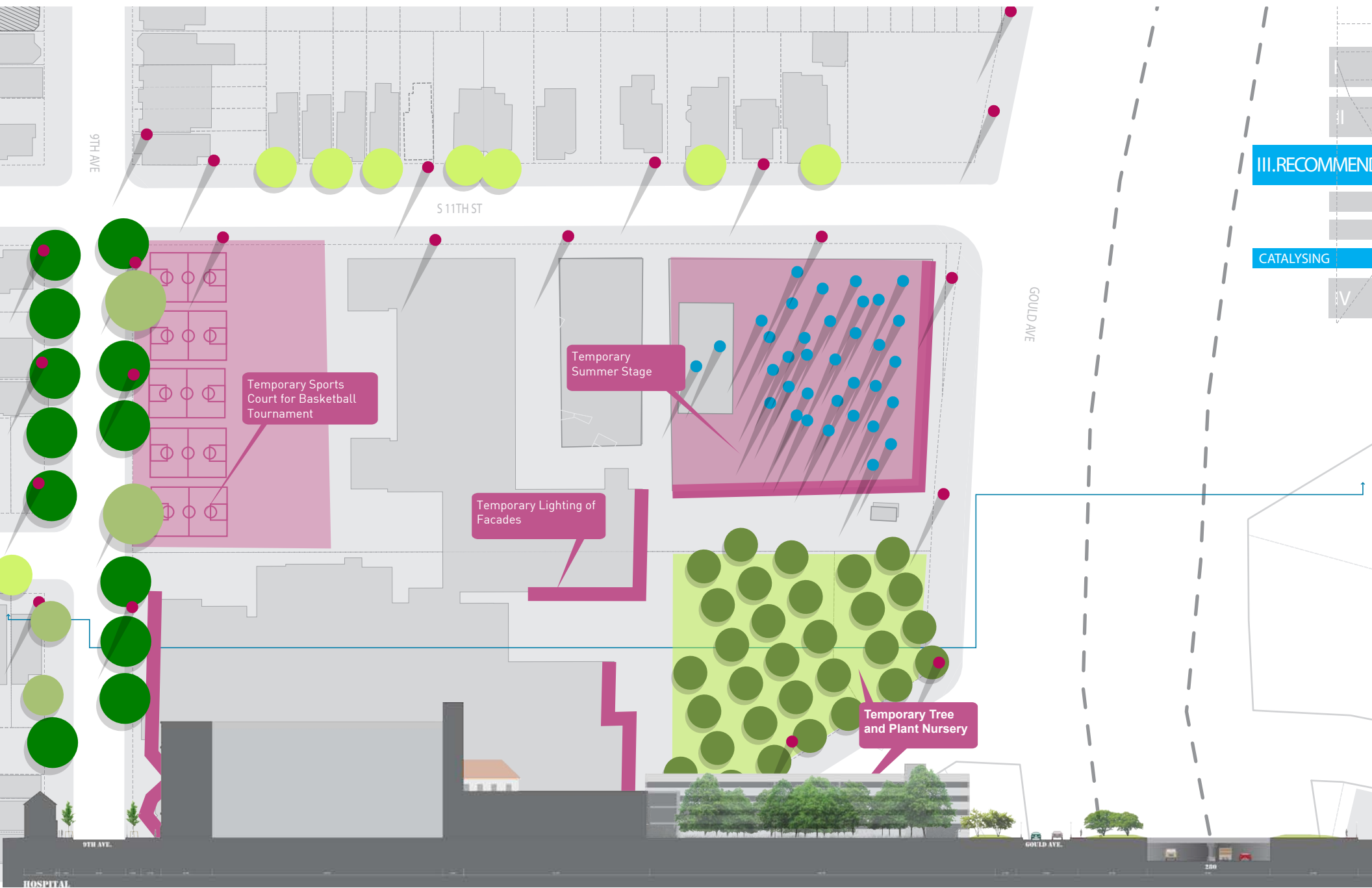


▲ The Cage amateur tournament // W4th st courts NYC

hospital campus more visible and known. Potential project partners could include the New Jersey State Council on the Arts and WBGO.

Hosting a basketball tournament could be done cheaply and could reap rich rewards. Using the southern-most portion of the parking lot (which appears to not be used on regular basis), which is the edge of the property that is most visible to the neighborhood, the younger generation of the community could come to play in a basketball league. Given that this edge of the property is the most visible to the neighborhood, programming this tournament along Ninth Avenue would positively activate an important corridor of the community.





III. RECOMMENDATIONS

CATALYSING

EVENT: LIGHT

Another event that could be used to catalyze the neighborhood would be to dramatically illuminate the facades of the hospital site. The main East and North facades enjoy very high visibility from West Market and the highway. There are many precedents of individual or groups of buildings being illuminated in this way (ranging from the Empire State Building to Duisberg Nord Landscape Park). If done in collaboration with an artist, the site would become a destination in itself. Project partners to work with NUC could include NJIT, New Jersey State Council on the Arts, and the Newark Museum.



▲ Duisburg Nord // Latz + Partner // 1991 // Germany



▲ Duisburg Nord // Latz + Partner // 1991 // Germany



CITY-WIDE STRATEGY

The “Events” strategy, shown here in the Northern Fairmount Neighborhood, could serve as the first phase of a City-wide initiative. Similar to the “Building Exhibitions” of Europe, Newark could host a yearly or bi-annual “Landscape Exhibition.” Newark is a City of great parks, and hosting a “Landscape Exhibition” would make more of the public aware of this strength. In each yearly or bi-yearly cycle, the “Landscape Exhibition” could transform an abandoned or underutilized site into a temporary public landscape.



III. RECOMMENDATIONS

CATALYSING

IV

EVENT: PRECEDENTS

DUISBURG-NORD



MoMA PS1

MoMA PS1 in Queens, NY has an annual competition for an architectural installation in the courtyards of its former industrial buildings, accompanied by several events attracting large crowds and high professional acclaim.

Source: www.flickr.com/photos/akashandy



WIMBY

The WIMBY (Welcome In My Back Yard) program at Hoogvliet, Holland featured several public events showing the neighborhood and its residents in a global media context, creating a new image of the district.

Source: www.wimby.nl



DUISBURG-NORD

The reconstruction of the former industrial zone in Duisburg, Germany created new sites for various public events attracting local and regional visitors.

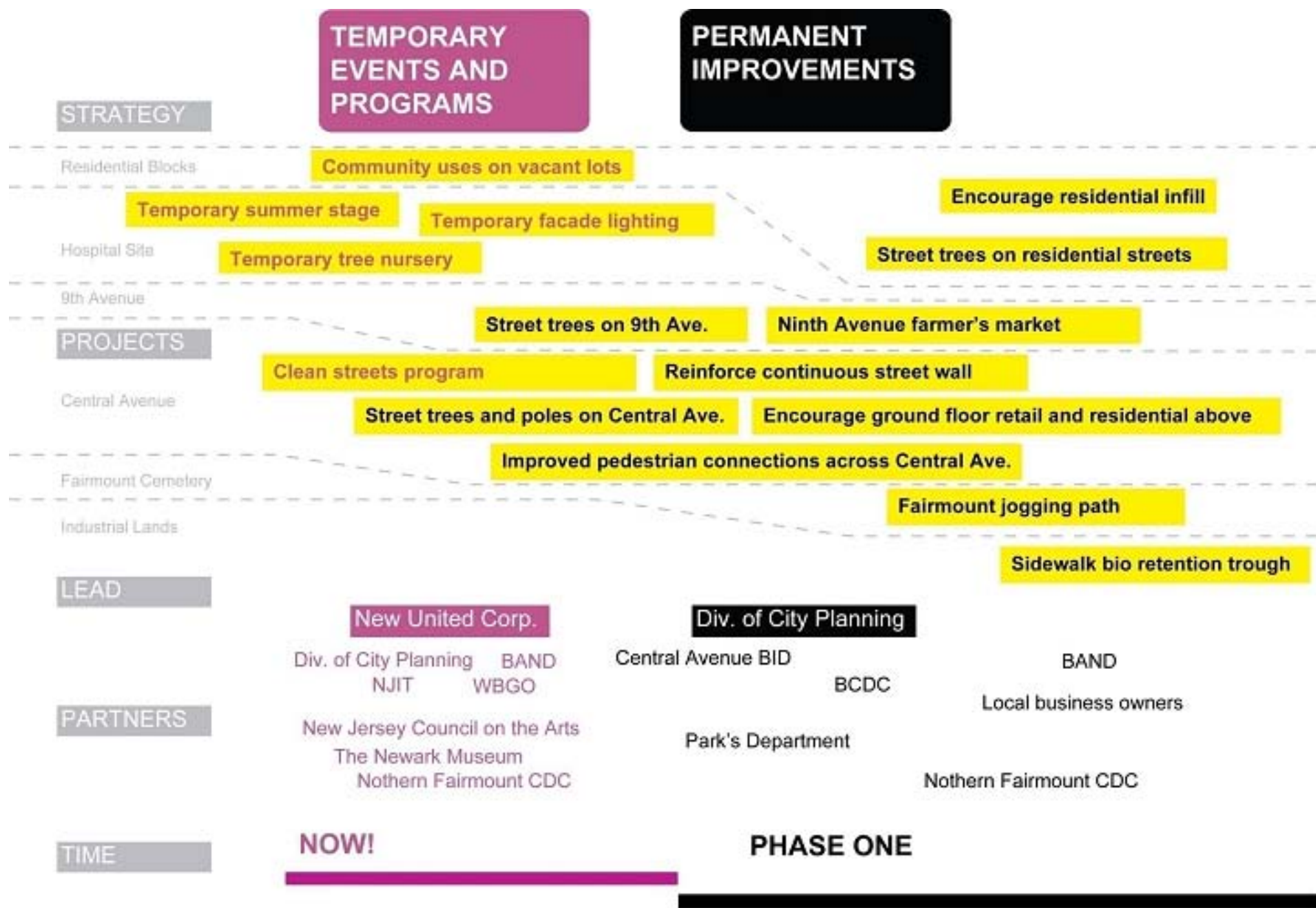
Source: www.latzundpartner.de



III. RECOMMENDATIONS

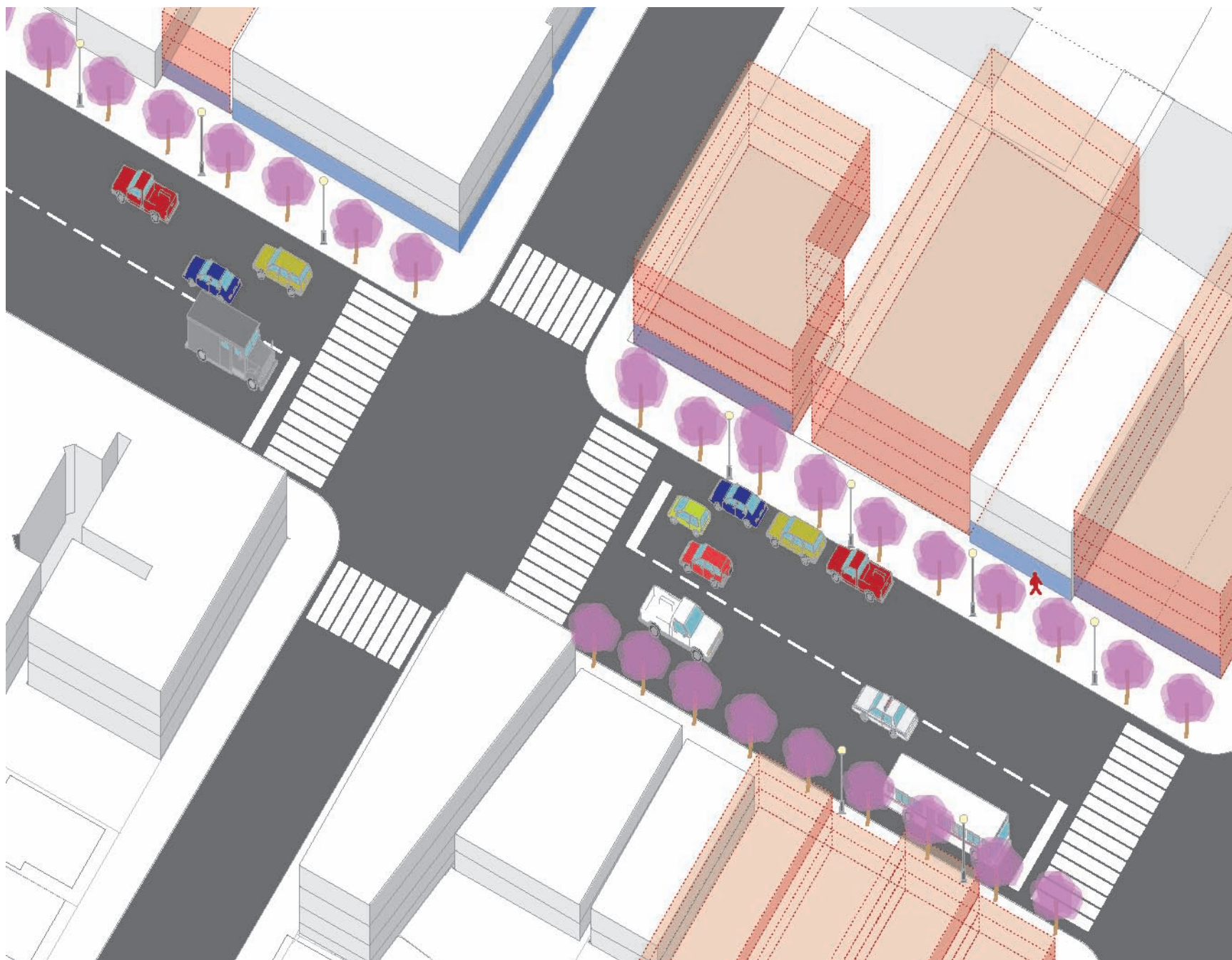
CATALYSING

IV

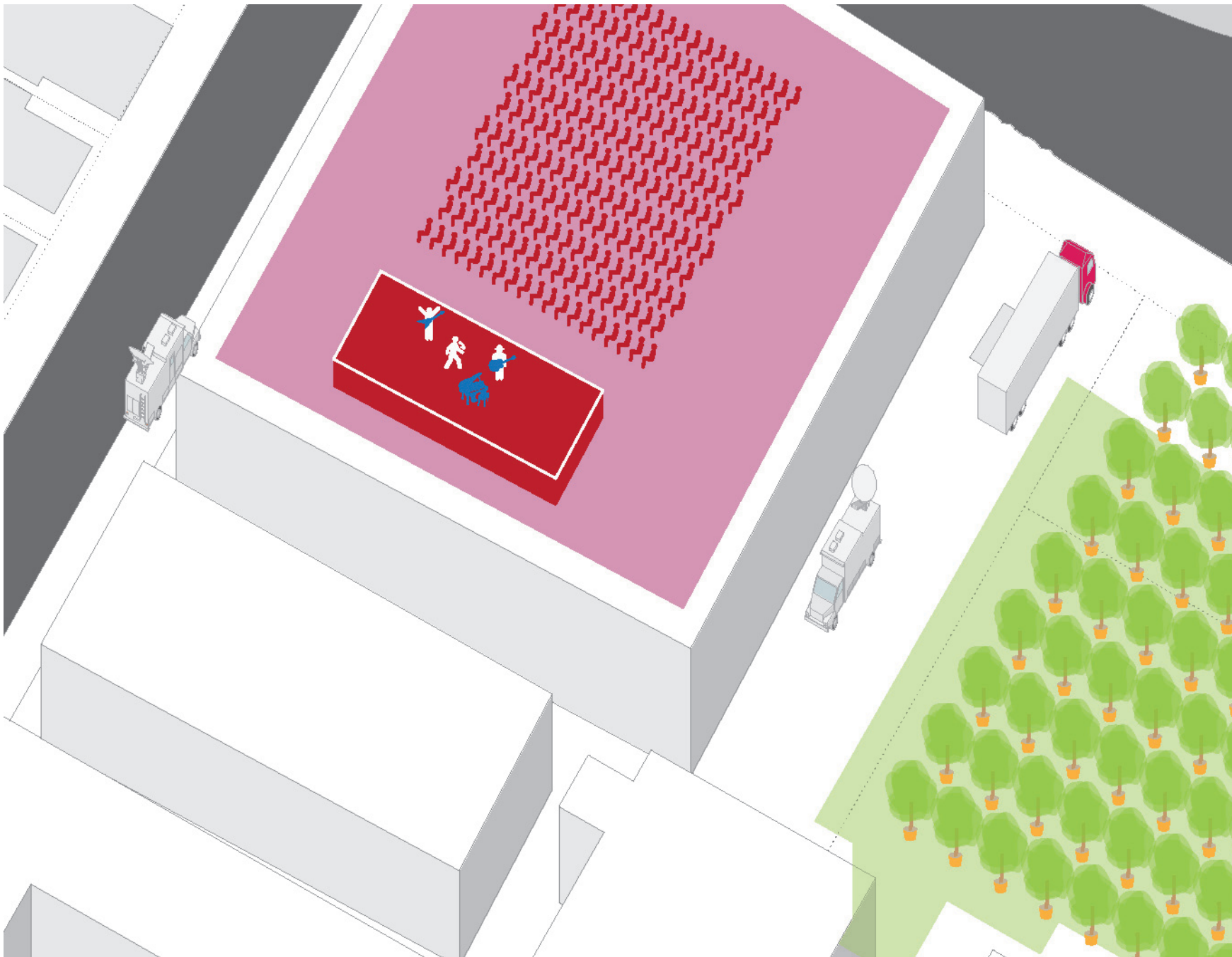












APPENDIX

A.EXPANDED STUDY AREA

APPENDIX A: EXPANDED STUDY AREA

Appendix A

The area between West Market Street and 1st Street is part of the expanded study area. It is, as we have pointed out, connected to the area to the west of West Market Street, but it is different in some important respects. Most significantly, population has remained stable: Between 1990 and 2000, the population of this area went from 2,459 to 2,340. While we don't have population data for 2009, it appears that the population grew, as many new homes have been built on what were formally vacant lots. The median income, median home value, and the average cost of homes are also slightly higher here. Street trees are more abundant, crime is lower, and a park was recently built on Sussex and 1st Street. In many ways, this area is where the area west of West Market Street should be in a few years.

IV. APPENDIX

A. EXPANDED



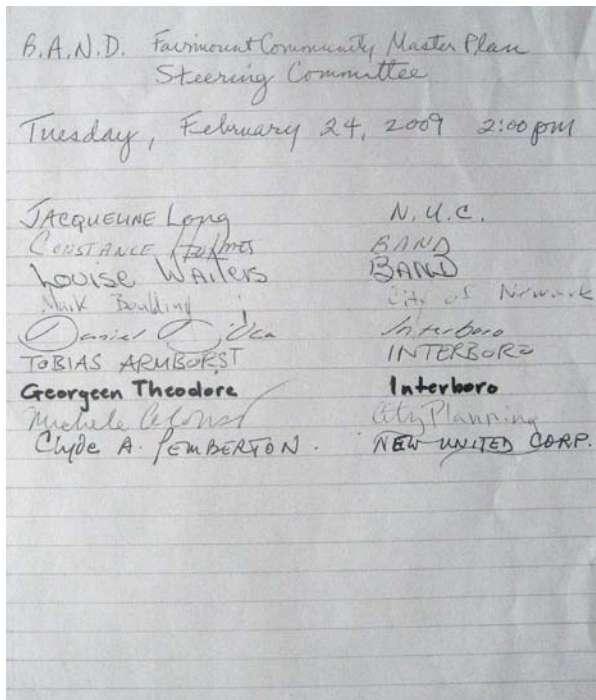
B.STAKEHOLDER'S MEETING

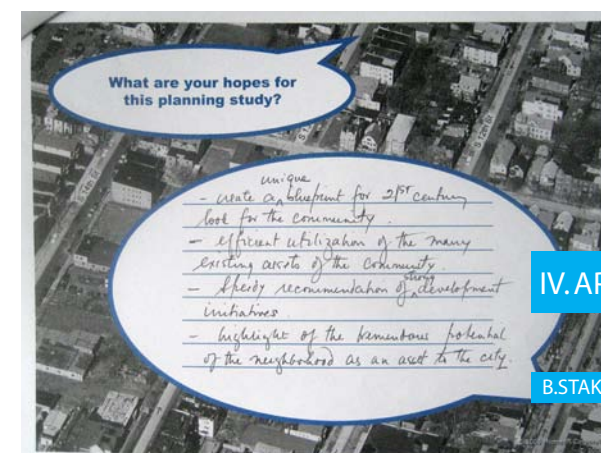
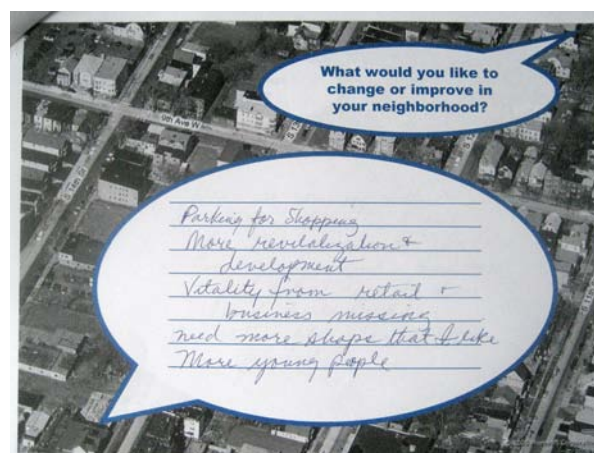
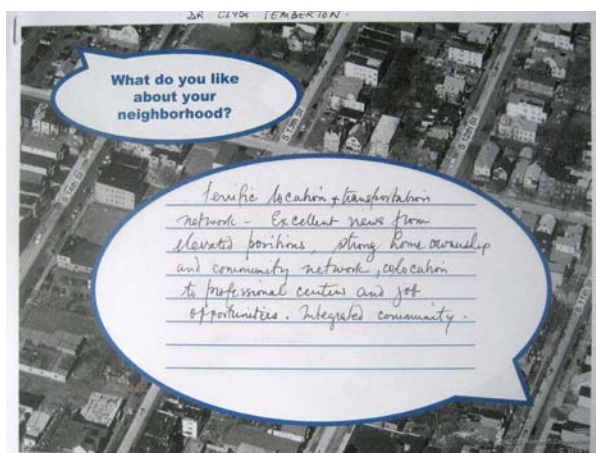
APPENDIX B: SUMMARY OF STAKEHOLDER'S MEETING

On February 3, 2009, Interboro had a "pre-meeting" where we introduced ourselves to some important stakeholders. After showing some examples of our work, we outlined the scope of the West Market Neighborhood Redevelopment, and talked about our methodology. Our intention was to stress the fact that we value public input tremendously, and that the more input we received, the better the plan would be.

The first stakeholder meeting was held on February 24, 2009 (pictured below). This meeting was an opportunity for us to better understand the challenges and opportunities facing the West Market neighborhood by discussing them with important stakeholders. After presenting our preliminary research on the West Market, we had a very frank discussion about the neighborhood.

In order to document the stakeholders' opinions, we distributed the questionnaires shown on the following page.





IV. APPENDIX

B. STAKEHOLDER'S

What do you like about your neighborhood?

Transportation

- terrific location and transportation network to several destinations
- collocation to professional centers and job opportunities

Atmosphere

- one family homes, comfortable scale
- non-city atmosphere
- old buildings
- excellent views from elevated positions
- does not have negative bumps

Community

- some of the residents have been in their homes for several decades
- strong home ownership and community network
- neighborhood feels like it could be a home
- familiarity: gotten to know neighbors (more so than in New York)

What would you like to change or improve in your neighborhood?

Buildings

- build on empty lots
- improvement in housing stock
- more revitalization and development

Streets

- repair streets
- improvement in urban landscape appearance
- improve lighting

Commerce and Public Facilities

- creation of vibrant commercial corridors
- shops that present and coming residents like
- mom&pop cleaners / ice cream parlor / grocery stores
- re-open hospital
- parking for shopping

Residents

- welcome back of professionals as residents
- more young people

What are your hopes for this planning study?

Renewal

- eliminate empty buildings so that our neighborhood is safe from fires and from homeless people.

Assets

- efficient utilization of the many existing assets of the community
- highlighting the tremendous potential of the neighborhood as an asset to the city.

Visions

- create a unique blueprint for 21st century
- a safe haven for our youth
- recreation center
- senior center

Structure

- speedy recommendation of strong development initiatives
- a clear, specific Master Plan for the community and a road map for what can and should be done.
- an actionable plan that can be funded

C.PUBLIC MEETING

APPENDIX C: SUMMARY OF PUBLIC MEETINGS

The first public meeting was held on March 24, 2009 in the auditorium of the United Hospital Campus. The purpose of this meeting was to present our preliminary research to the public, and to offer the public the opportunity to comment on this preliminary research.

To document the public's opinion, we did three things: first, in breakout sessions, we asked people to brainstorm about possible uses for five areas: "Residential Streets," "Central Avenue," "Industrial Lands," "Hospital Site," and "Open Space." Among other things, we wanted to understand what sorts of uses people wanted to see in each of these areas.

Second, we asked people to jot down in a brochure responses to our own findings on the five areas.

Third, we asked people to caption photographs of the West Market. Our aim here was to get a better understanding of how residents of the West Market saw their own neighborhood.

The results of all three initiatives can be seen on the following pages.



RESIDENTIAL STREETS

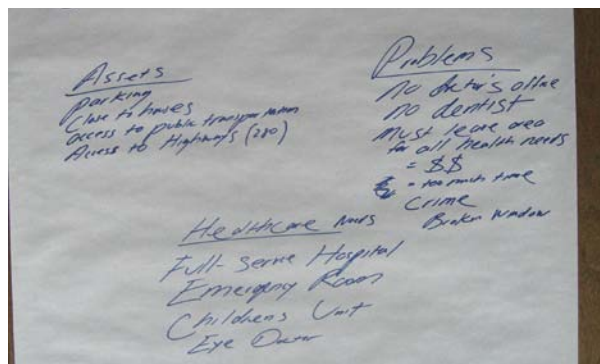
Abandoned buildings need to be taken care of
Teach young people how to own homes
2 and 1 family homes, not 3 family
Concerns about rentals

Discourage Bayonne box
Need more attractive architecture
Reinforce existing character
Integrate new development with community
Holistic approach to development of neighborhood

Need more security
Sports spaces in vacant lots

CENTRAL AVENUE

Affordable Apartments
Possibility for multi-family housing
Possibility for more retail
Mix use property retail-residential
New businesses that are clean have opened
Central Ave. is safer
Parking NOT a problem



INDUSTRIAL LANDS

Beautify industrial property
Convert defunct industry to parks, recreational centers and residential
Build on existing character
Diversity
Artist work space is acceptable
Local hiring and community responsibilities

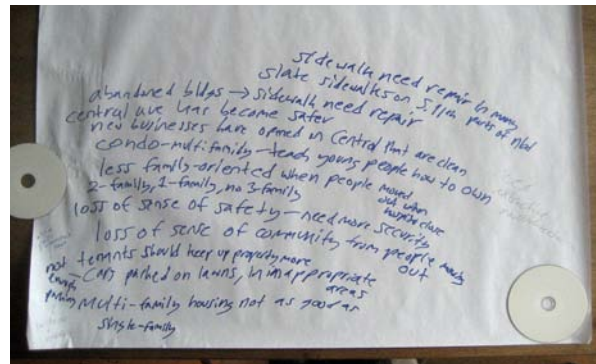
UPS site should be better lit
Better police presence needed

HOSPITAL SITE

Problems:
No doctors office / No dentist
Must leave area for all health care - \$ and time
Crime

Healthcare needs:
Full service hospital / ER / Children's unit
Eye Doctor

Assets:
Parking close to homes
Access to Public transit / Access to highways (280)



Major retail:
Walmart (better than Target) / Whole Foods

Former campus brought:
Jobs / Residents / Stores

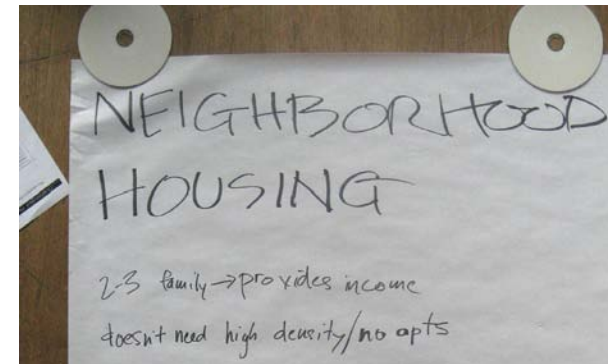
Other uses:
Stores / Rite Aid / Farmers Market / Spa /
Rec. Center / Park / Pool / Community garden

OPEN SPACES

Sidewalks need repair
Cars parked on lawns
Green spaces needed
Informal community spaces on vacant lots
Community gardens, local food production

More small sit down restaurants needed
Currently no fresh food options

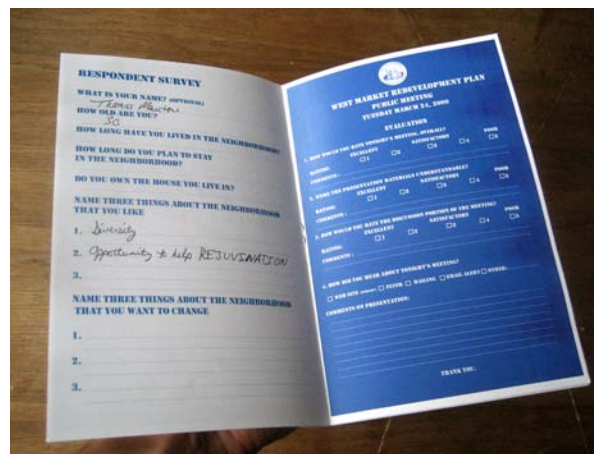
Recreational centers / amenities needed in new development
Should look out for community



C.PUBLIC MEETING

APPENDIX C: SUMMARY OF PUBLIC MEETINGS

Brochure with postcard images and questionnaire



Respondent Profile

Average Age: 44

Average Time in Neighborhood: 13

Percent Homeowners: 57%

What types of retail are undesirable?

Liquor Store (4)

Corner Stores (2)
Religious Buildings
Car Dealership
Fast Food Restaurants
Chicken Shacks
Car Shops
Large Box Retail
Strip Club

What kinds of healthcare facilities and services are needed?

Affordable Health Service Provider (4)

Urgent Care/clinic (4)

Hospital (2)
Rehab (2)
Medical Training
Elderly Care
Alternative Medicine Care
Information on nutrition
Wholeness Center: Mind, Body, Spirit
Medical Facilities
Specialized Medical
Dental
Labs
Doctor Offices

Name three things you like about the neighborhood

Easy access to highways, train station, airport, NYC (3)

Neighborhood (3)

Family (2)
Diversity
Opportunity for Rejuvenation
Good Business
Transportation
Access to Education
Peaceful and Quiet

What would you like to see happen on Central Avenue?

Large-Format Retail (8)

Retail + office/housing (8)

Community Uses (3)

Small Stand Alone Retail (3)

Residential (3)

What type of housing would you like encouraged?

Single Family (5)

Three Family (4)

Terrace / Attached Row houses (2)
Bayonne Box (2)
Multiple Family (2)
More Mixed-Use on 9th Ave (2)

Green Housing (2)
More space between homes (2)
Definitely no Bayonne Box! (2)
Two Family
Owner Occupied

No multiple family in inside blocks - only on Central Ave. and Hospital Site

What other uses should be considered for the hospital site?

Assisted Living (4)

Community College (4)

Hospital (3)

Extension for UMDNJ Campus (3)

Hotel (3)

Big Box Retailer (2)
Mix Use Retail / Housing (2)
Student Housing
Jobs
Positive Lifestyles
Children's Hospital
Career Counseling

Name three things you hope will change in the neighborhood

Safety (4)

Viable Use for Vacant Lots (3)

Affordable Housing (3)

Sidewalks and Streets Improvements (2)

Renovating Abandoned Homes (2)

Cleaner (2)
Quality of Life
Landscaping of Homes
Neighborhood Aesthetics, Street Escaping
Lighting
More Access to Food
Trees
Loud Music Should Stop
Less Liquor Stores
More Business

What types of retail does the community need?

Supermarket (6)

Dry cleaners (3)

Tablecloth Restaurants (3)

Hardware Stores (2)

Convenience Store (2)

Laundromat (2)

Coffee Shop (2)

Pharmacy

Drug Store

Post Office

Pizza

News Paper

Deli

How do you feel about industrial uses in the neighborhood?

Need to provide jobs (7)

Could be used to bring life (6)

Currently they are eyesores (4)

Aesthetic improvements needed (3)

Contemporary Architecture (3)

Alternative energy should be considered

Charter Schools

Should be turned into lofts

Facilities should be required to maintain at the same level as residential

What kinds of outdoor and rec. activities are important?

Children's Playgrounds (5)

Park with Benches (5)

Calming Landscape (4)

24 hr. Park (2)
DO NOT want cemetery to be a park (2)
Recreation Center
Urban Farms
Indoor Courts
Breakdancing Schools
Street Theater Park
Running Track
Water Feature

APPENDIX D: DESIGN-BASED URBAN PLANNING WORKSHOP WITH JAMES ROJAS

On Tuesday, June 22nd, Interboro teamed up with Los Angeles-based transportation planner James Rojas, whose “Design-Based Urban Planning” workshops invite citizens to engage complex planning issues through colorful models.

For two hours we sat on Central Avenue with our model of Northern Fairmount, inviting people who passed by to discuss some of the issues that mattered most to them. Much of the feedback

we received was very valuable, and the concerns raised further helped inform our understanding of what is needed in the neighborhood.



